



## Evolution of E-commerce

PAC Webinar:

# Evolution of E-Commerce

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**Presented on September 8, 2021**

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### Key Takeaways

1. E-commerce continues to grow rapidly presenting new challenges as more and more durable and non durable products are shipped over greater distances and for longer periods of time.
2. Your unboxing experience is often the face of your brand, and you only get one chance to make a first impression! Meet and exceed your audience's expectations by utilizing experts in brand growth. Visit [www.vinepkg.com](http://www.vinepkg.com) or email [hello@vinepkg.com](mailto:hello@vinepkg.com) for more information.
3. It is important to partner good design with strong engineered packaging solutions that work. Form and functionality go hand-in-hand. Visit [www.veritivcorp.com/packaging-design](http://www.veritivcorp.com/packaging-design) to learn more.
4. Testing validation ensures your protective packaging is effectively getting your product safely into the hands of your customers. Make sure you're preparing for potential hazards by partnering with experts in testing validation before you go to market. Visit [www.veritivcorp.com/packaging-testing](http://www.veritivcorp.com/packaging-testing) to learn more.
5. What does the future hold? Driverless delivery vehicles and drone deliveries to your doorstep. These trends will present new design opportunities and the need potentially for new validated testing standards.

### Presented by:



**Austin Given**

Director, Packaging Design & Development (USA, Asia)  
Veritiv

[Meet Austin](#)



**Ayla Wolk**

Brand Manager  
Vine

[Meet Ayla](#)

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