



BubbleWrap®
BRAND PACKAGING

Paper Bubble Mailer

Produced according to world-class standards, our innovative paper bubble mailer gives you the protection you need with the curbside recyclable ease of disposal consumers desire.



BENEFITS



Operational Efficiency

- Inner padded construction eliminates the need for added void fill and cushioning, minimizing material costs
- The use of mailers reduces freight costs compared to corrugate
- Stores flat, reducing storage and warehouse space requirements
- Mailers offer improved labor efficiency by requiring fewer packaging steps versus carton setup
- Convenient self-seal closure eliminates the need for staples or tape



Product Integrity

- Equipped with an adhesive self-seal, offering secure closure



Package Optimization

- Less weight and solid waste when compared to corrugated boxes for postage savings and environmental source reduction
- Cushioned mailers are engineered to be tough on the outside, while providing protective cushioning on the inside



Brand Experience

- Custom printing will become available for added branding opportunities
- Curbside recyclable for added ease of disposal

CHALLENGE

Consumer expectations are higher than ever before. Their packaging preferences are driven by functionality to protect the product from damages and ease of disposal. Their satisfaction level is also closely tied to whether their item was over or under packaged. As a result, having the ability to provide the optimal level of protection with solutions that offer varying degrees of durability is critical to ensuring consumer satisfaction.

SOLUTION

Our paper bubble mailers converge the sustainability of recyclable paper with the protection of BUBBLE WRAP® brand cushioning. These paper mailers are the newest innovation in our discrete mailer portfolio, with inner padding constructed of a kraft paper material that mimics BUBBLE WRAP® brand cushioning. Protect products during shipment with a double layer of protection and delight consumers with curbside recyclable packaging materials.



Shown: BUBBLE WRAP® brand Paper Bubble Mailer



Paper Bubble Mailer

SUSTAINABILITY

- Curbside recyclable for added ease of disposal
- Made with renewable material and up to 35% recycled content

MATERIALS

- Sizes Available: 0, 2, 4, 5 and 7
- Designed with surface protection for added water resistance
- Equipped with an adhesive self-seal, offering secure closure for added consumer opening convenience
- **Cushioned Mailer:** Engineered to be tough on the outside, while providing protective cushioning on the inside

APPLICATIONS

- Ideal for 3rd Party Logistics, fulfillment centers and ship-from-store applications
- Suitable for a wide range of low-profile applications such as:
 - Apparel & Accessories
 - Personal Care & Beauty
 - Consumer Electronics
 - Healthcare



Shown: BUBBLE WRAP® brand paper bubble mailer being placed in recycling bin at home



Shown: BUBBLE WRAP® brand paper bubble mailer with beauty products



Shown: BUBBLE WRAP® brand paper bubble mailer with assortment of consumer goods

