



 Mitchel Lincoln

E-COMMERCE BOX

A NEW WAY TO
ENHANCE CUSTOMER'S
EXPERIENCE

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Mitchell Lincoln E-commerce Packaging Innovation

In 2023, Mitchell Lincoln's bold investment strategy has led to the creation of an innovative packaging solution tailored for key players in Quebec's e-commerce industry.

The newly acquired equipment enables us to provide a product that brings advantages to all stakeholders, ranging from suppliers and customers to marketing and sales department.

The Mitchell Lincoln e-commerce solution is flexible and can be customized to meet the dimensional and graphic requirements of our partners. Our technical and design teams are readily available to contribute to the development of new projects.

The advantages of our new packaging extend to our partners' production lines, customers who enjoy an exceptional unboxing experience, and marketing teams striving to engage with customers through various channels.

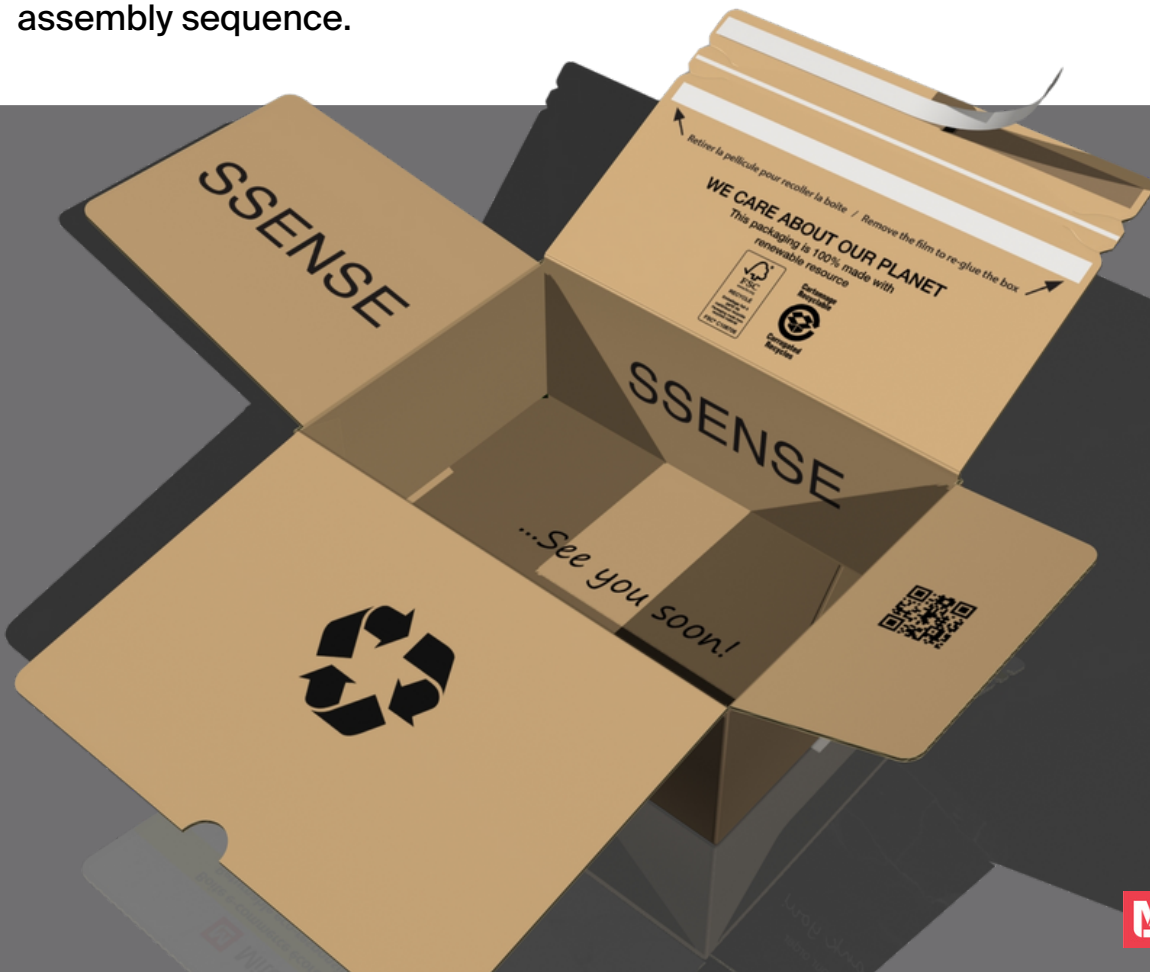
Operational Advantages

Benefits for All Employees within the Company

The Mitchel Lincoln e-commerce box was initially designed to optimize our partners' packaging chains in the current context of labor shortages and cost-saving efforts by procurement departments.

The following features of our packaging solution support work teams and help our partners exceed their performance goals:

- Identical assembly rhythm for all boxes.
- Elimination of the need for adhesive tape during box assembly.
- Full flaps prevent access to the content.
- Double full flaps add strength to the box to better protect the products.
- Ability to add a barcode to help manage inventories in real-time.
- 100% customizable to adapt to our partners' packaging chains.
- Reduced risk of injuries for employees thanks to an easy and optimal assembly sequence.



Exceptional Unboxing Experience for Customers Stand Out from the Competition

At Mitchel Lincoln, customer experience is at the forefront of our priorities. We developed our innovation with our partners' customers in mind. It is with this vision that our technical department added double-sided adhesive tapes, a tearable strip, and exceptional printing options to offer an outstanding unboxing experience in every way.

These features offer the following benefits:

- Transforming a simple receipt of a brown box into a high-end customer experience.
- Customers will no longer need a knife or scissors to open the box thanks to our innovative tearable strip mechanism, reducing the risk of injuries and product damage.
- The second double-sided adhesive tape facilitates hassle-free returns to suppliers.



- Double flaps reduce the risk of product theft during delivery to customers, thus avoiding subsequent complications.
- Infinite printing options allow us to add a QR code directly redirecting customers to customer service when needed.



Marketing Gains

A World Of Possibilities To Communicate Directly With Customers.

Our new cutting-edge equipment allows us to offer our partners a multitude of printing possibilities. We are one of the few players in North America capable of printing on both sides of a box simultaneously while remaining highly competitive. Our graphic departments are ready to collaborate with our partners' marketing teams to develop personalized designs that will reach customers directly in their homes.

Mitchel Lincoln's e-commerce solution supports marketing departments' efforts with:

- Three interior flaps available for printing in five colours, visible at first glance by the customer.
- Ability to add information about ongoing online campaigns and provide customers with an easy solution to access them.
- Opportunity to create a special moment to share with their community via social media.
- Facilitating customers' access to leave reviews on social media by adding a QR code leading directly to the right places online.
- An effective way to boost engagement strategies and promote them by rewarding customers with promotional codes.
- A 100% recyclable packaging solution, potentially made from 100% recycled materials depending on composition choices, using eco-friendly inks.



La marque de la gestion forestière responsable

The mark of responsible forestry

E-COMMERCE BOX

A PREMIUM UNBOXING EXPERIENCE

Operational Advantages

- Uniform assembly time
- Eliminates the need for tape
- Full-surface double flaps that adds structural rigidity

A Hassle-free Unpacking Customer Experience

- Tear-off tape
- No need for sharp objects to open box
- Prevents potential injuries

A Solution Adapted to Your Needs

- High-quality unpacking moment for the customers
- Bar code or QR code printing adding a digital and physical touchpoint
- Second tape for easy return



Marketing Advantages

- Direct marketing tool for instant brand recognition
- Three 5-color printable flaps to capture your customers' attention
- Possibility of adding: slogan, promo code and other taglines



A Sustainable box

- 100% recyclable and printed with eco-friendly inks
- Durable and potentially reusable
- Free from environmentally harmful chemicals

NEWS

Generic formats offered by Mitchel Lincoln

- Length 17 1/2"; Width 11 11/16"; Height 5 1/2".
- Length 14 1/4"; Width 9 3/4"; Height 5 1/8".
- Length 17 1/8"; Width 11"; Height 2 7/16".

Your Sustainable Partner for Packaging Solutions



Mitchel Lincoln





Mitchel Lincoln

Votre partenaire durable en emballage

Your sustainable packaging partner



***Nos experts en optimisation
font la différence sur place !***

***Our optimization experts
make all the difference on site !***