

SEO Title: Practical Tips for Minimizing Product Damage to Fragile Items

Meta Description: Preventing damage during transit is crucial when shipping fragile items. Learn the best strategies for packing and shipping fragile items to ensure they arrive at their destination intact.

Practical Tips for Minimizing Damage to Fragile Items



Packaging for fragile items is crucial and needs extra protection so businesses can have happy customers. No customer likes to get a broken product delivered to their house. The anticipation with which they wait for their parcel meets resentment if the product reaches them in pieces.

Packaging material for fragile products is different, and businesses must be careful with their packaging solutions to minimize product damage. Fragile items need special handling, and different cushioning elements can be used to provide extra care.

If you are an e-commerce business, you must know that shipping products can be a challenging task. When it comes to fragile products, it becomes even more difficult. Since it gets broken easily, you need to be extra careful.

Breakable items like glassware or ceramics need special packaging tape and shipping labels so you do not deliver the item broken. So, if you have a business of delicate items, be prepared to deliver items with extra care.

Having a proper plan and guidance for fragile packaging helps businesses with safe product delivery. It improves customer experience, which is crucial for the growth of a business.

[Arka](#) provides innovative packaging solutions that help minimize product damage and provide customers with a great unboxing experience.

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What are Fragile Items?

Items that can be easily broken or damaged are fragile. Ceramics, glassware, musical instruments, pottery, laboratory equipment, etc, are all fragile. Brittle products also come under the same category if not appropriately handled.

If not put in the proper packaging, antiques or collectibles are prone to damage and thus fragile. Moreover, sturdy items like wires can easily get scratched if carelessly packed. So, all these items are fragile and need proper shipping supplies to keep them in one piece and in right shape.

What is Shipping Damage?

Any damage that occurs during product delivery or while taking a product to the fulfillment center is shipping damage.

As a business, you are responsible for providing a great shopping experience to your customers. The damaged items and light shipping boxes ruin the customer experience and taint the brand's reputation.

Customers expect the product to be delivered in one piece when ordering. Fragile items are tricky, and delivering them can sometimes be challenging. Damage-free delivery is essential and a unique selling proposition for e-commerce businesses.

So, if you as a business fail to live up to the customers' expectations, you lose a chance to provide a great unboxing experience to your consumers. As a result, you might lose your customer base, which affects the business.

Business owners must be vigilant and have a thorough shipping process to minimize damage. You must know the causes of the shipping damage so measures can be taken to avoid such incidents.



Causes of Shipping Damage

The right box and enough cushioning can prevent shipping damage saving businesses their reputation and improving customer experience. Following are some of the causes behind product damage.

Flimsy packaging

Extra space in a packaging box is not ideal for fragile items. While shipping the item, it moves, which puts the product at risk. Improper packaging and a lack of cushioning can

lead to broken items. As a result, the order will be damaged before it reaches the customer.

Poor shipping label

Fragile items are often labeled so they are handled carefully while shipping.

Bubble wrap and other packaging inserts are put at the bottom of the box so the items do not move around. However, some items are not fragile but can get damaged during transit. So you have to be careful.

Weather conditions

Perishable items, electronics, and paper products are prone to damage if put in wet and moist areas. When the package is placed in such areas, the intensity of wetness damages the products, which ruins the customer experience.

Businesses should make sure that they consider such conditions and make arrangements accordingly.

Mishandling

Shipping a product and transporting it to its final destination has many steps. There are several fulfillment stages before a product reaches a customer. Sometimes mishandling can damage the product, so choose a competent delivery service.

Infestation

Food items often get damaged due to the infestation of insects and rodents. Freight shipments through seas often face such problems. If proper measures are not taken, it can damage the product, which affects the business with return costs.



How to Ship Fragile Items?

Fragile items need utmost care during the shipping process. It might sound like a challenging task, but if the process is thorough, it can help businesses save the return cost. Moreover, it is a great way to give your customers a great experience.

Following are some of the ways that can help businesses ship fragile items.

Choose the right box

Choosing the right box is pertinent. You do not want to use a box that has too much space. Packaging peanuts, tissue papers, and other cushioning elements can fill the space and keep the product in one place.

You must use the correct box size, slightly bigger than the product. Remember the [two-inch rule](#) when choosing the box. It will help you fill the spaces around and keep the product from moving.

Poly mailers are not ideal for shipping fragile items. Instead, corrugated boxes can be used for shipping fragile products. The boxes can be filled with custom inserts to prevent breakage.

Add cushioning material

Adding cushioning material is one of the ways to provide support to the package during transit. Add tissue paper, bubble wrap, and other items to help you safely deliver the product.

Air pillows and packing peanuts are ideal cushioning materials for fragile products. Cushioning material is essential in supporting the product and keeping it safe from breakage.

Make a foam enclosure

Some expensive items need extra care during delivery. You can make a foam enclosure that takes the contour of the product. It keeps the product from moving around. Make sure the material is eco-friendly.

Add the fragile sticker

Once you have packed the product, do not forget to put the “fragile” label on the box. It will tell the service provider to handle it with care. Do not rely on using one sticker but multiple stickers so it does not go unnoticed.

Careful packaging

Careful product packaging of fragile items is essential for keeping the supply chain moving. Companies need to pay attention to every detail and use packaging materials that ensure the safe delivery of products.

Some companies try to save shipping costs and ship multiple items (stacked over one another) in one truck. It can lead to shipping damage and cost you much more.

To avoid this, you should pack the items carefully so that if the driver stacks up boxes, the packaging can bear the weight. Choose double-layered cardboard boxes that can bear the weight of the packages when stacked.

Keep track of fragile items

Keeping track of fragile items and orders is essential so that when the parcel is delivered, the driver knows to put it in the safe corner. A logistics company marks a red tag on items labeled “fragile” so the driver knows where to keep them.

It also helps the driver in handling the product properly. As a result, businesses can benefit and ensure the safe delivery of the items. It does not ruin the unboxing moment essential for a great customer experience.

Add impact indicator

An impact indicator device is placed in the shipping box that helps companies know if the product moved from its actual position during transit. If the product gets damaged, it is returned to the fulfillment center so customers can receive a new product instead.

It helps brands keep the anticipation and excitement of customers intact. By placing the device, they can prevent the resentment of customers upon seeing a broken item. It helps build brand loyalty and enhances customer experience.

Test the packaging

If you are new in the business and unsure about the quality of your packaging, run trials to see what works. The goal is to minimize shipping damage and deliver the product safely.

One of the practical solutions is to test the packaging before going with one final design. Assess the quality of the package and the outcome.

With [Arka](#), you do not have to doubt the packaging materials as we strive to deliver your fragile products with utmost care and provide sturdy packaging solutions.

Eco-friendly fillers

Customers have become aware of their packaging choices and are more conscious about buying from retail stores. Eco-friendly packaging is one of the ways to stay ahead of your competitors.

[Fillers](#) are effective in filling up the empty spaces. You can create a custom box 10% to 25% larger than the product.

You can keep the product from moving by filling up the empty spaces with recycled paper, green wrap, and custom inserts.

Fill the top of the box with the same fillers to give it a complete look. Be sure that the contents of the box are tightly packed so they do not move. Eco-friendly fillers are ideal for breakable bottles, candles, and bulky items.

Wrap-Up

Shipping fragile items becomes easy if businesses have a proper plan. The packaging depends on the product itself. As a business owner, you are responsible for customizing a box to suit the requirements of the item.

Arka provides customizable packaging solutions for your fragile products. Our boxes are sturdy and safe for breakable items. With high-quality mailers and shipper boxes, you do not have to worry about ruining the customer experience.

Feel free to customize the packaging to deliver the products safely without displeasing the customer. [Connect with us](#) today and design your next custom box to minimize product damage and keep the products safe during transit.

Frequently Asked Questions (FAQs)

What is protective packaging?

Protective packaging refers to cushioning elements and void fills like tissues, packaging paper, dividers, padding, etc., that protect fragile items during transit. Many fillers are sustainable and functional, which helps keep the product from damage and breakage.

What are the ways to pack and ship fragile valuables?

Following are some of the ways that can help businesses pack and ship fragile items:

- Choose the right size of the box that is slightly larger than the fragile item
- Add cushioning materials so the product does not move around
- Encase the item in foam if it is necessary
- Add air pillows, dividers, and packaging peanuts to keep the items away from each other
- Add a fragile sticker on the box
- Add a tilt or impact detector to assess the package quality

Is bubble wrap or paper better for packing?

Packing paper is a popular choice when it comes to wrapping fragile items as it is space-saving and also keeps the product protected.