

Replace bulky EPS with a paper cold chain.

Right-size 48-hour seafood orders with flat-storing insulation and two cool packs.

29%

Lower annual TCO

50%

Fewer gel packs

\$410K

Annual TCO savings

CURRENT PACKAGING PROBLEM

Bulky EPS footprint

\$680K
PER YEAR

Excess gel use

\$380K
PER YEAR

Oversize + claims

\$338K
PER YEAR

OBJECTIVE

Validate a 48-hour seafood pack with less cube and material.

RECOMMENDED PACKAGING

AI CONCEPT RENDER



RECOMMENDED SYSTEM PAPER THERMAL LINER + 2 COOL PACKS

POSSIBLE SUPPLIER • Ran***

Fit the liner, load sealed seafood, add two cool packs, then close and seal.

WHY THIS IS THE RIGHT FIT

- Flat paper insulation replaces bulky EPS.
- Two cool packs remove default over-packing.
- Fiber components simplify customer disposal.

HOW IT PACKS — FIVE STEPS

AI PROCESS STORYBOARD



- 1 Form carton
- 2 Fit paper liner
- 3 Load seafood
- 4 Add packs
- 5 Close + seal

ILLUSTRATIVE ANNUAL TOTAL COST

100,000 SEAFOOD ORDERS / YEAR

CURRENT
\$1.398M

PROPOSED
\$988K

SAVINGS
\$410K

PAYBACK
2.4 MO

TCO CALCULATION TCO = packaging + labor + storage + freight/risk; annual savings = \$410K.

NEXT STEPS

- 1 Request samples.
- 2 Run seasonal test.
- 3 Pilot 500 orders.