Awareness Test
This presentation WILL give you a leg up on your next promotion... 
...Or at least you will become an expert on choosing the right thermal packaging solution for your organization
Today’s Agenda

1. So many options
2. What do I need to know
3. Comparing apples to oranges
So many options
So many options
So many options

- Passive vs. Active
- Parcel vs. Pallet
- EPS vs. PUR vs. VIP
- Water vs. PCM
Today’s Agenda

1. So many options
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3. Comparing apples to oranges
What do I need to know

• Payload Size
What do I need to know

• **True Temperature**

  2-8°C

  0-10°C

  2-25°C

  ...
What do I need to know

• Duration

Overnight
24 hours
48 hours
120 hours
What do I need to know

• Budget
Today’s Agenda

1. So many options
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3. Comparing apples to oranges
Comparing Apples to Oranges

Variables to Consider

1. Seasonal vs Universal
2. Ambient Temperature Profile Tested
3. Product Load Tested
Comparing Apples to Oranges: Seasonality

- Multi Day Domestic
- International Shipments

&

or

- Overnight Domestic
- Regional Shipments
Comparing Apples to Oranges: Ambient Temperature Profile

or
Comparing Apples to Oranges: Ambient Temperature Profile

-or-

[Graphs showing temperature profiles over time]
Comparing Apples to Oranges: Ambient Temperature Profile

1. Rapid Fluctuation Above and Below Criteria
2. Winter Solutions Failing High
3. Profiles Designed Around Solutions
4. Marketing Red Flags
Comparing Apples to Oranges: Product Load

Robustness
Today’s Agenda

1. So many options
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So now you should ALL be experts in selecting the appropriate thermal packaging solutions for your organization...
Thank you!