

# Packaging

owned by **Matt Sluss**

Plastic, Packaging & Containers · Pulp & Paper

Enormous SKU matrices — size × stock × finish × quantity — bought by people who already know exactly what they want and need it fast.

■ **BigCommerce builds** our BigCommerce clients in this vertical



**Blanks/USA** \* STILL ON BIGCOMMERCE

Blank print media and paper stock. BigCommerce, 2017 — nine years.

ALSO IN THIS SECTOR — DELIVERED ON OTHER PLATFORMS, NOT BIGCOMMERCE

Ace Exhibits

Perfect Imprints

## PLATFORM FIT AT A GLANCE

Variant matrices at scale

Quantity-break pricing

B2B Edition

API-first catalog

Fast reorder

## WHAT WE DO HERE

- Deep variant matrices navigable and machine-readable at tens of thousands of SKUs.
- Quantity-break pricing and volume tiers native to the catalog.
- Fast reorder for buyers purchasing the same specification repeatedly.
- Sample ordering and spec sheets attached to the product record.
- Custom and print-ready configuration where the product is made to order.

## WHY BIGCOMMERCE WINS THIS VERTICAL

- Variant and price-list handling at scale without custom middleware.
- B2B Edition for trade accounts and quantity pricing.
- API-first catalog management when SKU counts make manual work impossible.

## QUALIFY IT IN FOUR QUESTIONS

- 1 How many SKUs, and how many are variants of the same base product?
- 2 Does price change by quantity, by account, or both?
- 3 What share of orders are exact repeats?
- 4 How do buyers specify a custom or made-to-order item today?

## WHAT A FIRST ENGAGEMENT LOOKS LIKE

Variant and pricing modelling first; at this SKU count the data model is the project. Then reorder and trade accounts.

## THE OFFER

Implementation included under the BigCommerce partner programme — up to the \$20M cap, extendable with an approved partner incentive. We scope, migrate and build; the platform investment is covered within that envelope.

