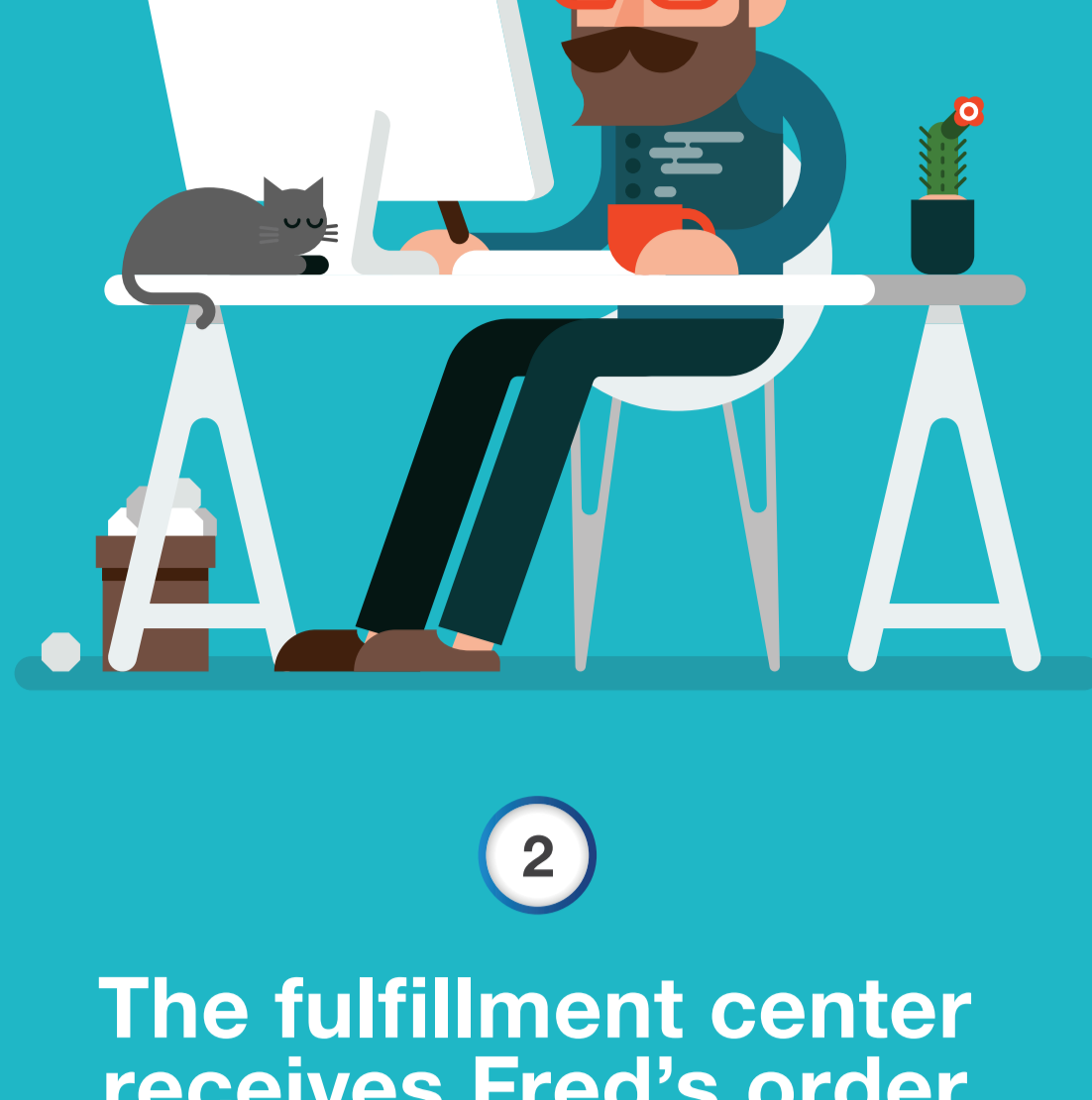


# FRED'S ONLINE ORDER JOURNEY

1

Fred places his order.



2

The fulfillment center receives Fred's order and sets to work.

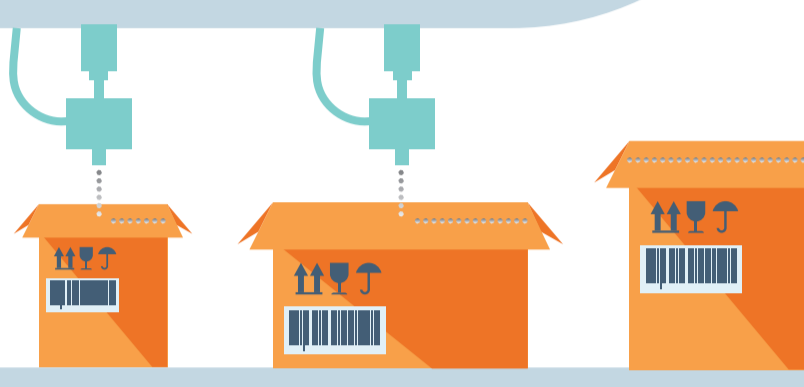


**Gain the upper hand and increase productivity during fulfillment.**

Use H.B. Fuller's Close-Sesame™ adhesive solutions.



Or use H.B. Fuller hot melt adhesives on automated packaging lines that require rapid bond formation.



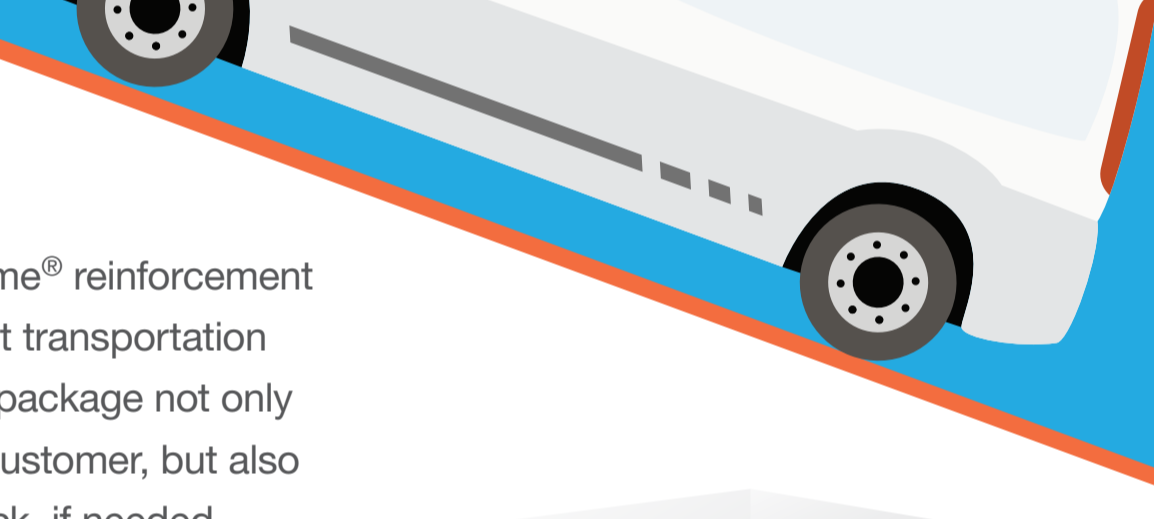
Strong bonds with Close-Sesame™ and H.B. Fuller hot melt adhesives improve tamper-proofing.

3

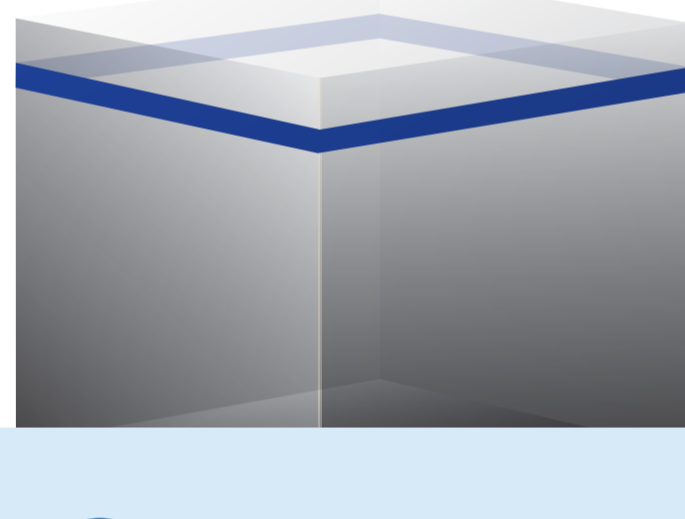
Fred's delivery is on its way – come rain or shine – by air or ground.



Extend the life of your package through the most demanding supply chain by adding strength in the critical stress areas, such as hand-holes, carry handles or the scoreline.



H.B. Fuller's Sesame® reinforcement solutions prevent transportation damages to your package not only on its way to the customer, but also on its way back, if needed.



4

Fred receives and opens his package.



With H.B. Fuller's easy-opening Sesame® solutions, no knife or scissors are needed, so it's customer friendly and you avoid damage to the content and the box. Expect nothing but the best.

5

Fred changes his mind and returns the package.



Have hassle-free product returns with Close-Sesame™ adhesive solutions. Customers can easily re-close the package and send it back to you thanks to the pre-applied closing tape. This effective closure system for corrugated packaging also works well for hand-packed boxes with uniquely shaped contents.

6

The fulfillment center receives Fred's returned package.



Easy, damage-free opening with H.B. Fuller's easy-opening Sesame® solutions. As it's easy to open, you have higher productivity.



**H.B. Fuller**

Connecting what matters.™