



# Liviri

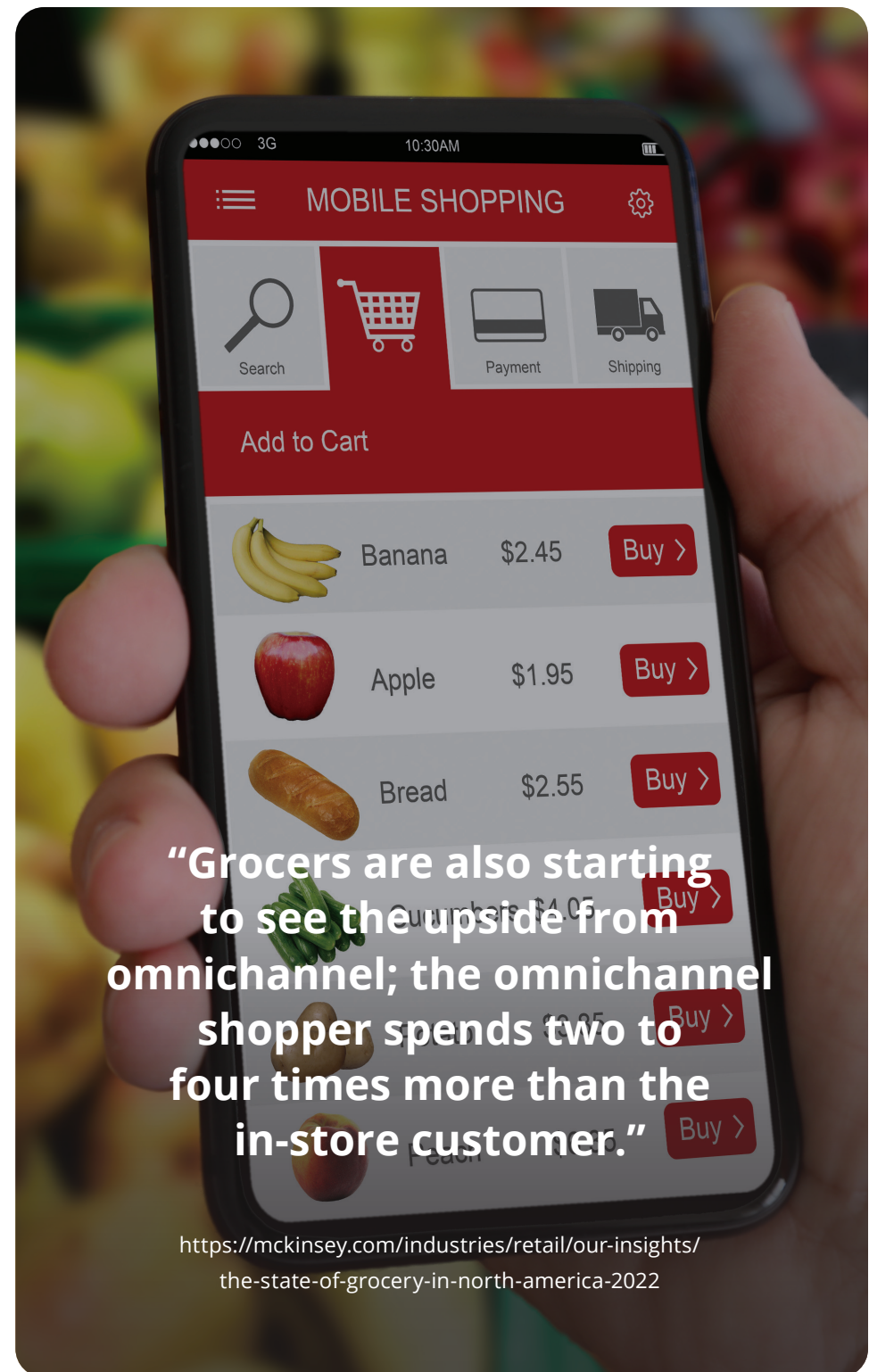
## Carrying the Cold Chain

PART 2: Groceries without the baggage

FOR MANY CONSUMERS, CLICKING “ADD TO CART” IS REPLACING TRADITIONAL foot traffic as the preferred way to shop. While people appreciate the convenience and safety of online shopping, grocery retailers must pivot to meet the unique challenges associated with this shift in consumer activity. But with these challenges come unexpected rewards.

Embracing customers who shop both online and in-store, or omnichannel shoppers, is smart business. According to a 2022 McKinsey & Co. report, omnichannel shoppers spend significantly more than in-store customers. However, simply offering delivery isn’t enough; the execution must be safe and reliable. Temperature control is paramount for food safety because different groceries need to be kept at different temperatures to maintain freshness.

So how did we get here? Without question, the pandemic accelerated the preference for online shopping. It turned a novelty into a necessity for many consumers, prompting grocers to figure out how to scale, or introduce, online shopping and delivery programs.



**The grocery industry showed the highest rate of digital adoption during the height of the pandemic at 31%. (McKinsey & Company, 2020)**

<https://financesonline.com/technology-statistics>

EASYBINS, A GROCERY DELIVERY COMPANY BASED IN SPRINGDALE, Arkansas and serving multiple cities in the Lower Midwest, settled on a unique business model — letting customers shop from multiple stores online, then delivering everything in one temperature-controlled bin. A key to EasyBins' success is knowing what their

customers want — convenience. With access to more than 50,000 items from Whole Foods, Target, Walmart, and various local stores, customers appreciate the time they save by not driving to multiple stores themselves. Once they've placed their order, customers can choose from two set delivery times, 5 am or 6 pm. EasyBins then drops off the order on their doorstep in a single reusable, temperature-controlled bin. No minimums, no fees and no tipping, just click and EasyBins takes care of the rest. EasyBins also makes it convenient for their customers to give back — shoppers can buy products online to be delivered directly to local food pantries.


For this to work, everything hinges on the packaging. By allowing workers to create different temperature zones within a single bin, reusable totes and ice packs are indispensable to EasyBins' business model. A dependable, temperature-controlled packaging solution is critically important, as fresh fruits and vegetables are EasyBins' best-selling products.



Carrying the Cold Chain

THOMAS GANEY, CHIEF OPERATING OFFICER AT EASYBINS, SAID THEY considered several other packaging options before ultimately choosing Liviri Sprint totes. “Liviri has the ice packs that are designed for the bins, making it really easy to pack groceries the way they need to be packed. I consider Liviri to be the Cadillac of what I’ve seen.” The temperature-controlled bins have proven themselves repeatedly. Ganey shared, “We may deliver at 3 am. The customer doesn’t open it until 7 am, but it’s fine. The bin could sit out there for 12 to 14 hours and be perfectly fine. The Liviri bins allow us to keep cost down but also maintain the cold chain.”

Clearly, reusable bins are a more sustainable option than plastic bags. But the entire business model provides an environmentally friendly shopping option. Fewer customers making trips to multiple stores means fewer cars on the road, lowering emissions. This sustainability factor is increasingly important to consumers.

A photograph showing a Liviri bin filled with various grocery items, including broccoli, tomatoes, and a carton of milk, illustrating the use of reusable bins in grocery delivery.

**“In our survey, grocery CEOs largely expect consumers in 2022 to place a greater emphasis on sustainability across all dimensions (for example, packaging and supply chain) and make different choices because of it.”**

<https://mckinsey.com/industries/retail/our-insights/the-state-of-grocery-in-north-america-2022>





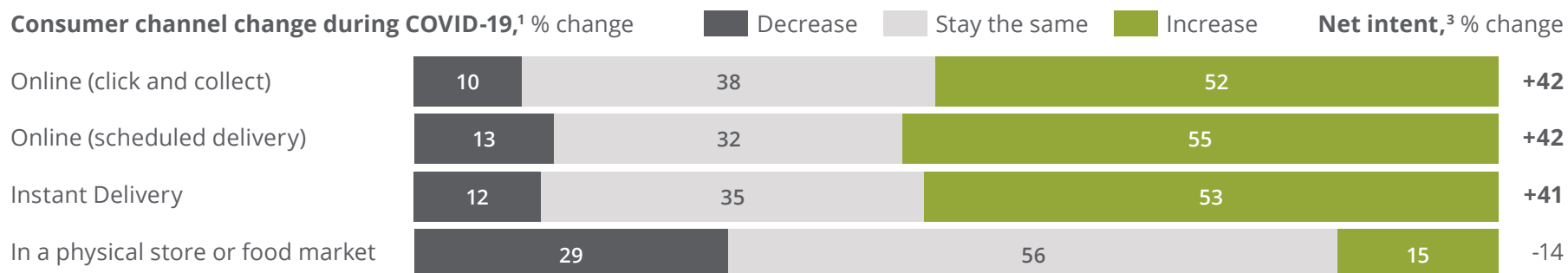
REUSABILITY IS A KEY FACTOR IN SUSTAINABILITY — IF MORE PRODUCTS can be grouped together, fewer bins are needed overall. And consumers appreciate the consolidation; EasyBins asks customers to leave the empty bins out for collection, so the fewer bins, the less intrusive it is for customers who don't want multiple boxes waiting on their porch. With a 75% next-day return rate for the bins, customers are embracing this aspect of delivery.

Along with reusable bins, the workforce is an integral component to delivery success. While labor shortages affected EasyBins early in the pandemic, they have since found a system that works for them. All workers are EasyBins employees rather than independent contractors. This benefit, along with flexible hours, helps the company retain workers at a time when labor shortages are still a major factor for many retailers.

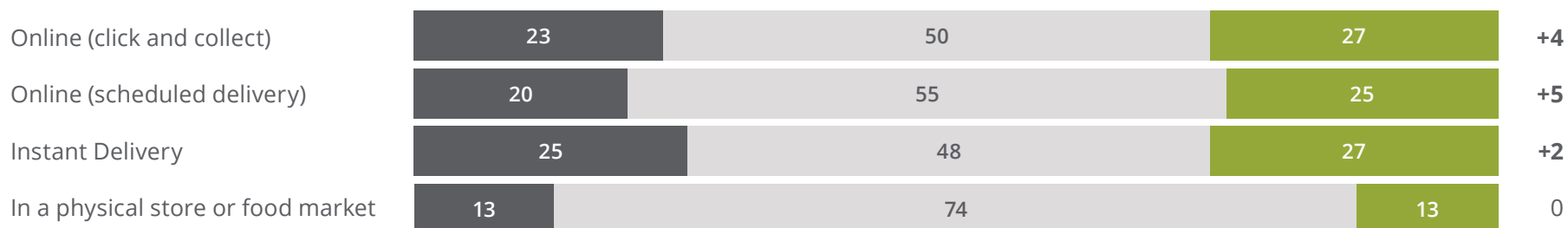
Retaining employees has an added service benefit — building trust with repeat customers. Seasoned employees know where to place the bins and, in some cases, develop relationships with the customers themselves. This experience makes a strong case for investing in your workforce, as educating and retaining workers directly affects customer satisfaction and retention. As Ganey observed, “this business works as a repeat model.”

Online grocery shopping and delivery is projected to keep rising through 2022, so retailers must embrace a new way of delivering value to their customers. As EasyBins looks to triple the number of markets they serve in 2023, it's clear they found a winning model for grocery delivery, and Liviri totes are an integral part of that formula for success.

## Online and delivery orders increased by about 50 percent during the pandemic and are expected to rise further in 2022.



## Consumer expectations for channel change in 2022,<sup>2</sup> % change



<sup>1</sup> Question: How did your preference to shop across the following channels change during the COVID-19 outbreak?

<sup>2</sup> Question: In the next 12 months, do you expect to shop more, less, or the same in the following channels?

<sup>3</sup> Net intent is calculated by subtracting the percent of respondents stating decrease from the percent of respondents stating increase.

Source: State of Grocery Consumer Survey, November 19–December 7, 2021 (n = 3,007) and January 13–25, 2021 (n = 4,691); sampled and weighted to match the US general population over 18 years old