

## How a Small E-commerce Business Reduced Damaged Shipments with Better BOPP Tape



In the fast-growing e-commerce sector in the UAE, customer satisfaction often depends on one crucial factor: **product delivery in perfect condition**. Damaged shipments not only lead to returns and refunds but also damage brand reputation and customer trust.

Many small online retailers focus heavily on product quality and marketing but overlook a simple yet crucial component of packaging—**bopp tape**. This high-performance packaging tape plays a vital role in protecting shipments during storage, handling, and transportation.

In this article, we'll explore how a small e-commerce business significantly reduced damaged shipments by switching to a better **bopp tape** solution. We'll also discuss why choosing the right tape—such as high-quality options from **Barbhaya Industries**—can make a measurable difference for businesses operating in the competitive UAE logistics environment.

# The Packaging Challenge Faced by Small E-commerce Businesses

For many small e-commerce companies in the UAE, packaging issues often start small but quickly escalate.

A Dubai-based online retailer specializing in home décor noticed a troubling trend. Within six months, nearly **8-10% of their shipments were returned due to damaged packaging**. Customers frequently complained about:

- Open or partially sealed cartons
- Torn packaging tape
- Products shifting during transport

According to logistics research, **improper packaging contributes to nearly 30% of product damage during shipping**. In this retailer's case, the main issue was not the boxes themselves—it was the **low-quality tape** used to seal them.

## Why Low-Quality Packaging Tape Causes Problems

Many businesses choose packaging tape based solely on price. However, cheaper alternatives often fail under real shipping conditions.

Low-grade tapes typically suffer from:

- **Weak adhesive strength**
- **Poor resistance to temperature changes**
- **Low tensile strength**
- **Tape peeling during long transit periods**

In the UAE, where shipments often face **high warehouse temperatures and long transportation routes**, inferior tape can easily lose its grip.

This is where [bopp tapes](#) become an essential solution.

## What Makes BOPP Tape Ideal for E-commerce Packaging?

**BOPP (Biaxially Oriented Polypropylene) tape** is widely used in the packaging industry because of its durability and strong adhesive properties.

High-quality **bopp tape** offers several advantages:

## 1. Strong Adhesion

BOPP tape bonds tightly to corrugated boxes, ensuring cartons remain sealed even during rough handling.

## 2. High Tensile Strength

It resists tearing and stretching, which is crucial for shipments that pass through multiple logistics checkpoints.

## 3. Temperature Resistance

In regions like the UAE, temperatures inside trucks or warehouses can exceed **40°C**. BOPP tape maintains adhesion even in extreme heat.

## 4. Cost Efficiency

Although slightly higher in price than generic tape, BOPP tape reduces losses from damaged shipments, making it far more cost-effective in the long run.

# The Turning Point: Switching to High-Quality BOPP Tape

After evaluating their packaging process, the e-commerce retailer decided to upgrade their sealing materials. They replaced their generic tape with premium **bopp tape supplied by Barbhaya Industries**.

The change seemed simple—but the results were impressive.

Within three months:

- **Damaged shipments dropped from 10% to just 2%**
- **Customer complaints related to packaging reduced by 70%**
- **Return logistics costs decreased significantly**

The stronger adhesive and superior film quality ensured that cartons stayed securely sealed throughout the shipping process.

## Additional Packaging Improvements That Made a Difference

While switching to better **bopp tape** was the biggest improvement, the company also implemented several complementary practices:

## Use the “H-Taping Method.”

This technique seals the center seam and both side edges of the box, creating stronger carton integrity.

## Choose the Right Tape Width

Using **48mm or 72mm bopp tape** improves sealing strength for medium and heavy parcels.

## Train Packing Staff

Proper tape application ensures consistent packaging quality across all shipments.

## Use Quality Packaging Materials

Combining durable boxes with reliable tape dramatically reduces the risk of shipping damage.

## Why UAE Businesses Should Invest in Better Packaging

The UAE’s e-commerce market is expanding rapidly. According to regional industry reports, the sector is expected to exceed **\$17 billion by 2025**.

With increasing competition, customer expectations are higher than ever. A damaged shipment can easily result in:

- Negative online reviews
- Lost repeat customers
- Increased operational costs

Investing in reliable packaging solutions like **bopp tape from Barbhaya Industries** helps businesses maintain product safety and build trust with customers.

## Conclusion

For many small e-commerce businesses, improving packaging may seem like a minor operational change—but it can produce significant results.

As demonstrated by this case study, upgrading to high-quality **bopp tape** helped reduce shipment damage, lower return rates, and improve customer satisfaction. When combined

with proper packing techniques, the right tape becomes a powerful tool for protecting products during transit.

### **Ready to Improve Your Shipping Reliability?**

If your business is experiencing packaging failures or damaged deliveries, it may be time to upgrade your packaging materials. Explore high-performance **bopp tape solutions from Barbhaya Industries** and ensure every shipment reaches your customers safely and securely.

Better packaging today means happier customers tomorrow.