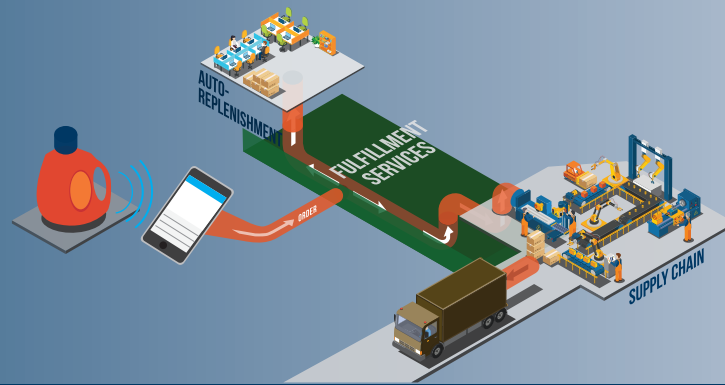


# JABIL PACKAGING SOLUTIONS & AMAZON DASH REPLENISHMENT SERVICES

End-to-End DRS-Enabled Solution Development  
to Keep Your Brand Front and Center



When it was introduced in April 2015, the Amazon Dash program was met with skepticism. But, over time, the simple one button solution won over consumers with simplicity and convenience.

By early 2017, Dash-initiated transactions jumped to four orders per minute — quadruple the previous year's rate. And the Dash Button has shown that re-order convenience has a measurable impact on product sales as well. Brands like Peet's Coffee and Ziploc see more than 50% of their Amazon sales via the Dash Button, and Cottonelle's share of wallet in the bath tissue category doubled from 43% to 86% among Dash users in 2016 alone.

Great for consumers – and extremely valuable for both the brand and the vendor who get a chance to grow their revenue by enhancing customer loyalty. With this value, it's no wonder that Amazon is doubling down on DRS by embedding Dash Replenishment Services right into the device.

## Enter Jabil Packaging Solutions.

Jabil Packaging Solutions is one of the first members of the Amazon Dash Replenishment Service (DRS) Solution Providers program, which enables systems integrators to bring new DRS-enabled devices to their customers to allow automatic reorder of physical goods from Amazon.com.

As a certified DRS solution provider, Jabil Packaging Solutions delivers specially-designed smart packaging or devices with embedded technology that senses when new supplies are needed. When the contents are running low, the packaging uses DRS to trigger an order from Amazon, delivering new supplies to consumers at the right time, every time.

## New Standards in Customer Convenience Drive Loyalty and Wallet Share

Jabil's digital replenishment solutions with DRS serve consumers through a smart container that senses product usage, with or without an accompanying smartphone app. Product modifications—such as changing the flavor, size, delivery date, or re-order threshold—are at the users' discretion. This customizable, frictionless repurchasing reduces the cognitive overhead of tracking stock, remembering what needs replacing, making lists, and planning store trips, allowing households to replenish needed items more efficiently and with less effort.

By providing brands direct access to loyal customers through auto-replenishment, and at the same time empowering brands with valuable consumption and preference insights for data-driven innovation, Jabil Packaging Solutions helps brands drive even better consumer experiences and loyalty overall. Jabil, with Amazon DRS, is uniquely positioned to provide end-to-end smart packaging solutions by leveraging our broad capability set across plastics, electronics, supply chain, analytics, fulfillment, and cloud into a coherent, effective customer engagement platform.

**amazon dash**  
Replenishment



**JABIL**  
PACKAGING SOLUTIONS

## Why Jabil Packaging Solutions?

Proven capabilities in electronics, wireless communications, supply chain enable Jabil to develop an end-to-end smart ecosystem for reordering with ease and convenience.

Additionally, Jabil supplies cloud solutions to manage and upgrade those devices, streamline ecosystem operations, scale on demand, and handle device-generated data from security to storage to analytics. Smartphone and web app development ensures an optimal consumer experience.