READ-ONLY ANALYSIS · 2026-11-16

The first pick gets the container wrong 2 times out of 3

The page fills in a box for the packer. In **63.9%** of the orders we could classify, that box is the wrong kind of container (1,010 of 1,580). On JoeC orders: **66.7%**.

10/21–11/10 · 1,688 orders · advisory data ends 11/08 · 532 JoeC orders

> **The dangerous miss.** **285 orders** had a soft bag as the first pick for an item that shipped in a real box — 1 in 6 overall, **1 in 3 on JoeC**. Company AI did it 8 times in 200. Crate-fit did it 0 times.

Egregious examples

ITEM	FIRST PICK	ACTUALLY SHIPPED
6 ceramic dinner plates NMB11231 · 7.9 lb · marked not fragile	Flat 10x13 mailer	13x13x5 box
10x14 ceramic baking dish NMB6370 · 3.9 lb · marked not fragile	L Bubble mailer	15x15x6 box
4 china dinner plates NRC7121 · 6 lb · marked not fragile	Record mailer	13x13x5 box
Tire chains NCW3957 · 13 lb	Record mailer	12x12x4 box
One paper flyer (the waste direction) NCM8703 · 0.1 lb	20x14x6 box	Flat 10x13

Three of the four bag-for-box examples are ceramics the system marked *not fragile*. It misses the material, then misses the container. The last row is the opposite error: a shoebox-sized carton for one sheet of paper.

Images are not in this snapshot; the item description and part number identify each order.

How many more like this?

- **36 more orders** put ceramic, glass, or china in a mailer and then shipped a box. **31 of the 36** were marked not fragile.
- Of all **285** bag-for-box orders, **90** were items marked not fragile, and **6** were 5 lb or heavier.
- Across every brittle-material order in the window (ceramic, glass, china, stoneware), **116 of 138** — **84%** — were marked not fragile.

So the examples are not hand-picked outliers. They are the visible edge of a material miss that repeats across the window.

Why the smaller picks still aren't good

Choosing a smaller alternative chip does not buy safety. The smaller chips are worse than the larger ones, not better:

ALTERNATIVE CHIP	MEASURED	UNSAFE	UNDER 2 IN PADDING
Smaller than the first pick	373	**68%**	**55%**
Larger than the first pick	744	50%	30%

And when a smaller chip was the cheapest option on the board (216 orders), **80 of those 216 were still unsafe**. Down-sizing usually means down-padding: the item fits, but the fragile item no longer has room to be protected.

Compared on the same JoeC orders

SURFACE	ORDERS	BAG FOR BOX (DANGER)	BOX FOR BAG (WASTE)	SAFE
First pick	517	**157 (30%)**	55 (11%)	**57%**
Company AI (separate)	200	8 (4%)	3 (2%)	53%
Crate-fit (reference)	200	**0**	10 (5%)	**97%**

Words

First pick: the box the page fills in before the packer changes anything. **Soft vs rigid:** soft = poly, bubble, flat, letter, record, tube; rigid = a real box. **Padding:** empty space around a fragile item; under 2 in is the danger line.

The fix is narrow: a 4-inch padding floor and a bag-versus-box guard on the first pick. The 4–5 alternate chips do not fix it: they are unsafe 52% of the time and rescue an unsafe first pick only 34% of the time.

Data: `logs/company_display_analysis.json`. Run: `python -m scripts.company_display_analysis --since 2026-10-21 --until 2026-11-10`. Read-only; no policy or stored row changed.