

use of foldable containers can be shared with other parties operating in the container shipping value chain (such as truckers and terminal operators) whose support would be needed for the introduction of foldable containers.

Another direction for future research would be to determine the optimal mix of foldable and regular containers that carriers should maintain in their global inventory and deploy across global trade lanes. For instance, if too many foldable containers are deployed in trade lanes that are not sufficiently imbalanced, not only would the benefits of these containers be unrealizable, additional upfront costs would also have been incurred unnecessarily.

To achieve higher utilization of containers, shipping lines and container leasing companies spend much resources on empty containers repositioning. Should foldable containers prove feasible operationally, they have the potential to emerge as a truly disruptive innovation in the container shipping industry in the coming decades. While savings of 75% from foldable containers have been widely banded, the cost trade-offs have often been conveniently neglected in the extant literature. This paper has contributed to the literature by focusing on a cost-benefit analysis of folder containers from a financial perspective and shown that under the right circumstances, a 50% savings from the use of foldable container is not unrealistic.

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