

Design Innovation

NEED

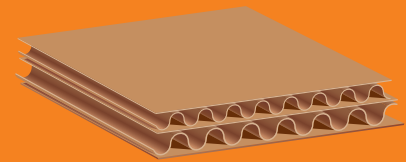
- **Lower packaging costs** by reducing material required
- Reduce **packing time & storage space** of materials on packing line
- Increase unit **visibility for service staff** in storage warehouse
- Improve brand awareness for end customer in new market

SOLUTION

- Convert double-wall material to a **heavy single-wall**
- Change design to a **clam shell approach** that ships pre-folded to customer
- Re-design caps to **eliminate need for tape**
- Print customer **logo on caps**

BENEFIT

- Reduced total packaging costs by **\$8.10 or 45%**
- Reduced damage claims
- Optimized design increased packing speed and eliminated need for tape
- Cartons are easily identified by service staff in warehouse making them more efficient in the field

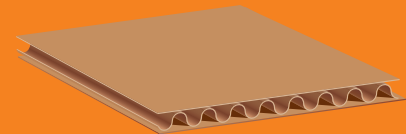


Double-Wall Carton Cost

\$25.92

Double-Wall Carton Assembly Rate

3 Units/hr



Single-Wall Carton Cost

\$17.82

Single-Wall Carton Assembly Rate

7 Units/hr

Increase Brand Recognition
& Service Staff Efficiency

Priceless