

CASE STUDY

TECHNOLOGY GIANT

A Technology Giant Calls on the Experts
in Packaging Engineering and Design

A FORTUNE 100 TECHNOLOGY GIANT THAT SPECIALIZES IN ENERGY INNOVATION AND MANUFACTURING ACQUIRED A NEW BUSINESS SEGMENT THAT INCLUDED A COMPLETELY NEW LINE OF LIGHT BULBS AND STRIP FIXTURES. HOWEVER, THE PACKAGING AND SHIPPING MATERIALS FOR THESE NEW PRODUCTS HAD NOT BEEN ESTABLISHED AT THE TIME OF ACQUISITION.

As such, the company needed the help of a leader in packaging design that could quickly develop packaging prototypes using the most cost effective, safe, and efficient methods for packaging such fragile hardware. The biggest challenge in the development of packaging materials proved to be the lack of an existing packaging process from which to build. However, using the technology of the Victory Packaging design labs and the raw materials readily available to build prototypes, the Victory Packaging engineering team quickly developed a cost effective, yet sturdy model for the bulbs and fixtures.

Victory Packaging was ultimately able to design a multifunctional package that could hold bulbs and strip fixtures in a variety of material neutral combinations. The packaging was sturdy, cost effective, and economical, especially with the multifunctional packaging capabilities. The end result was an effective, yet cost-effective packaging solution that strengthened an already successful packaging partnership.



CHALLENGE

Develop packaging materials for a completely new product which had no prior packaging for reference purposes.

DIFFICULTIES

Finding the best materials that were cost effective, yet sturdy enough to protect the fragile products to be carried in the packaging.

SOLUTION

A multifunctional package that could carry different combinations of the sensitive bulb/strip fixture was designed and engineered.