

CASE STUDY

AUTOMOTIVE MARKETPLACE

Finding Unique Ways to Deliver Packaging Savings on Already Existing Processes In the Automotive Marketplace

IN AN EFFORT TO MINIMIZE PRODUCTION COSTS AND CREATE EFFICIENCIES, A LEADING GLOBAL TECHNOLOGY SUPPLIER FOR THE AUTOMOTIVE MARKETPLACE FOUND AN OPPORTUNITY TO CREATE COST SAVINGS IN THEIR EXISTING PACKAGING PROCESSES.

Victory Packaging and its team of engineers began the process with detailed assessments to find where they could create efficiencies for their automotive packaging partner. With their focus on the bigger picture of producing cost efficiencies, the team evaluated each packaging method, piece by piece. They found that more modern packaging methods (die-cuts) were proving to be more costly in production.

In their detailed assessments, they found additional ways to help their client cut costs. One way to cut costs was by replacing an existing 3" packing tape to a 2" packing tape that offered the same bonding protection with a better adhesive. With implementations like the adhesive switch and the change to traditional and/or new cutting methods for corrugated, Victory Packaging was able to overhaul many packages while reducing costs significantly. The savings for the client on an annual basis for the overhauled packaging materials, components, and cutting techniques totaled over \$300,000.



CHALLENGE

Find ways to deliver cost savings for packaging and processes that are already active and functional.

DIFFICULTIES

Discovering methods and components with which to deliver savings by looking back to traditional methods for efficiency.

SOLUTION

Overhauled packaging materials, components, and cutting techniques which provided savings in excess of \$300,000 annually.