

CASE STUDY

AEROSPACE EQUIPMENT

Aeronautics Leader Reduces Costs through Packaging Redesign

A MAJOR INTERNATIONAL MANUFACTURER AND DISTRIBUTOR OF AIRLINE PASSENGER SEATS FOUND ITSELF UNDERTAKING SIGNIFICANT SHIPPING COSTS IN THE DELIVERY OF THEIR MANUFACTURED AIRLINE PASSENGER SEATS BY AIR. THEIR EXISTING SHIPPING MODEL WAS VERY COSTLY AND INEFFICIENT.

This aerospace leader sought to minimize their packaging footprint and costs by packing two rows of passenger seats into one shipping crate. The requirements and major hurdles for this concept included maintaining the same physical shipping crate dimensions, meeting the upright loading requirements for shipping, and designing a method that required minimum manual loading and unloading. Victory Packaging had the expertise, as well the technology and testing capabilities to deliver an innovative solution.

Victory Packaging's team of designers, working closely with their client, were able to quickly develop a prototype that housed double the cargo. Soon after, a fully functional shipping crate prototype, housing two rows of airline seats with minimal loading and unloading requirements was developed. With the newly engineered shipping crates, the client is now saving \$3,800 per set of airline seats shipped, providing yearly savings reaching \$2,000,000 over the course of two years.



CHALLENGE

Double the capacity of current international shipping method while maintaining the same size specifications.

DIFFICULTIES

On top of doubling capacity, the new shipping method required almost no manual loading and unloading at shipping points.

SOLUTION

A newly redesigned shipping container which doubled capacity and saved the client upwards of \$2,000,000 over a two year period.