

# CASE STUDY

## EFFICIENCY LEADER

An Efficiency Leader Employs Victory Packaging's Engineering Design Team to Streamline Packaging While Delivering Increased Cost Savings

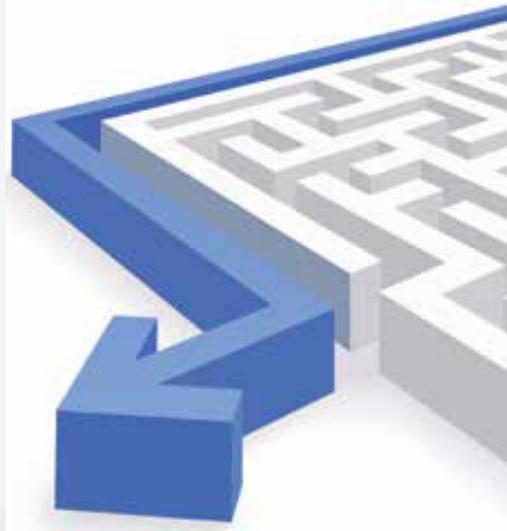
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**AN INTERNATIONAL AFTERMARKET SERVICES ORGANIZATION WHICH FOCUSES ON HELPING CLIENTS DISCOVER NEW OPERATIONAL EFFICIENCIES FOUND ITSELF WITH AN OPERATIONAL CHALLENGE OF THEIR OWN. A HEAVILY USED, MULTIFUNCTIONAL PACKAGING SYSTEM WAS PROVING TO BE EXCESSIVELY COSTLY AND TIME CONSUMING IN ITS ASSEMBLY.**

As an organization focused on efficiencies, the company decided to tackle this problem by seeking the help of a partner in packaging who could deliver efficiency and cost savings with an overhauled packaging design. Victory Packaging was faced with delivering a unique solution that met strict testing requirements. Specifically the client needed a solution that could:

- Be packed in a variety of combinations
- Pass a rigorous drop test with negligible damage
- Provide simple assembly and usage
- Provide significant cost savings in packaging

Victory Packaging engaged its team of packaging engineers to create a solution that exceeded client expectations. Making use of their CAD modeling technology, the engineers started from the ground up and developed a completely new package for the client. With simplification, safety, and cost savings as the key drivers, the team quickly put together a working prototype that reduced the component pieces for the package, created greater flexibility with mix-and-match components, and above all reduced the client's packaging costs by 33%.



## CHALLENGE

Deliver a multifunctional, efficient replacement for an existing package while reducing material costs.

## DIFFICULTIES

Developing a redesigned package that was easy to assemble, but met rigorous testing requirements.

## SOLUTION

A streamlined package that expanded mix-and-match capabilities and delivered a 33% reduction in production costs.