

# CASE STUDY

## SUSTAINABLE COST SAVINGS

Auto Parts Manufacturer Saves 28% on Packaging Costs by Replacing Plastic With Recyclable Materials

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**SUSTAINABLE PACKAGING IS BECOMING MORE IMPORTANT FOR CONSUMERS AND CORPORATIONS ALIKE. HOWEVER, IT TAKES SPECIALIZED EXPERTISE TO UTILIZE RECYCLED, RECYCLABLE, BIODEGRADABLE AND/OR REUSABLE MATERIALS WITHOUT SACRIFICING COST AND PERFORMANCE. WHEN AN AUTO PARTS MANUFACTURER NEEDED TO REPLACE ITS PLASTIC PACKAGING COMPONENTS, IT TURNED TO VICTORY PACKAGING FOR A DURABLE, COST-EFFECTIVE, RECYCLABLE SOLUTION.**

During an onsite walk-through, our engineers gathered insights into the manufacturer's packaging challenges. It was shipping some parts in a non-recyclable plastic tray, which dissatisfied a key customer. The tray's bulky dimensions were also causing pallets to be under-utilized. This resulted in more frequent fork truck and pallet changeouts, which increased our customer's carbon footprint and strained productivity in the facility's small handling area. After the site visit, we began engineering a solution that would help the manufacturer reduce pallet loads, increase sustainability and satisfy its customer.

With decades of specialized expertise, our engineers understand which sustainable materials work best for each application. We also understand that total packaging cost is about more than materials alone. Our team custom-designed a recyclable corrugated insert that was stronger and more secure than the plastic tray. We also optimized the insert's dimensions and weight, which fit 75% more product on each pallet and reduced material handling movements by 43%. This lowered the manufacturer's carbon footprint, per-unit shipping costs and number of pallet loads.

By adopting this recyclable solution, the manufacturer saved 28% in total packaging costs while eliminating a half-ton of plastic trays and 360K LF of tape — proving that it's possible to achieve sustainability without sacrificing cost and protection.



### CHALLENGE

Replace plastics with recyclable materials while reducing costs, improving pallet utilization and maintaining superior product protection

### SOLUTION

Designed a recyclable corrugated insert that optimized packaging size and offered superior product protection

### RESULTS

Recyclable packaging that reduces total costs by 28% while eliminating a half-ton of plastic trays and 360K LF of tape