CASE STUDY
A WELL BAKED PALLET SOLUTION

Bakery Utilizes Pallet Redesign and Engineer Training
to Reduce Product Damage

A LOCAL BAKERY THAT PROVIDES BREADS, MUFFINS AND OTHER BAKED GOODS TO LOCAL AND OUT OF STATE GROCERIES AND CUSTOMERS NEEDED A QUICK SOLUTION THAT WOULD STOP A LOSS OF 6% OF ALL SHIPMENTS TO CUSTOMERS. THE CURRENT PACKAGING RESULTED IN OVERHANG, DAMAGED PALLETS, MISALIGNED BOXES AND OVERTIGHT BUNDLING WHICH LED TO FAILURES INCLUDING; CRUSHING BOXES, COLLAPSING PALLETS AND DAMAGED PRODUCT. THIS CAUSED THE BAKERY TO HAVE TO REPACK FAILED LOADS COSTING THEM TIME, MONEY AND PRODUCT.

The customer was not able to focus on their core production of baked goods as they spent a tremendous of time and labor to repack and palletize the pallets that were returned after the loads were rejected by their customers receiving departments or overnight in the freezer racks. Sometimes the pallets failed so quickly in-house they would fail in the time between from when the cases were packed and palletized to when the fully stacked pallet was moved from packaging into the freezer.

Our engineering and design team developed a resized container to accommodate the product which improved pallet efficiency and eliminated overhang. The team also suggested that the customer invest in higher quality pallets to prevent any future load failures. Our engineers also provided their employee's with hands-on education on how to pack the pallets correctly. Lastly, we helped them become more aware of crushing being done to the cases as they were going through the tapers before they were palletized. With the new container, awareness of crushing and pallet training, damage was reduced by 66%.

In addition to the above savings, Victory Packaging was able to provide a solution for the bake tray which provided annual savings in excess of $40,000 for the bakery. This is an example of how we provide total cost optimization for our customers by focusing on all aspects of packaging rather than individual items.

CHALLENGE
Resize container to accommodate product and improve cube efficiently, eliminating overhang.

DIFFICULTIES
Redesign container that not only stops a loss of shipment, but prevents overhang, damaged pallets / products and returned shipments.

SOLUTION
Container was resized and with training, damage was reduced by 66%.

Victory Packaging
A WestRock Company