

CASE STUDY

A MATERIAL REDUCTION WIN

Equipment Brand Reduces Corrugated Material by 4.5 Million Square Feet, Saving \$350K Annually While Lowering Packaging Carbon Footprint



For years, an industrial equipment brand had been using a container that failed to optimize shipping cost, material waste and packaging carbon footprint. The brand's general manager approached Victory Packaging seeking a solution that would reduce material use while still fully protecting its heavy product. The packaging also had to perform visually for B2B customers shopping the product at home improvement stores. Our engineers hit the ground running to design a solution that would achieve our client's sustainability, cost and performance goals.

We began by analyzing the brand's existing solution: a four-wall container with an octagon-shaped insert and corrugated material extending to each wall. Although this kept the product secure, it resulted in excess material — and all the carbon-related transportation emissions and cost increases that come with it. To eliminate the unnecessary corner posts, our engineers designed an eight-wall container. The container utilized 71lb double-wall corrugated to ensure the heavy equipment inside could be double-stacked without jeopardizing the packaging's protectability or visual appeal.

With the new solution in place, our client was equipped to experience all the benefits of material-optimized packaging. The solution reduced material volume by 4.5 million square feet, saving \$350K in corrugated material costs per year. It also reduced shipping weight and transportation fuel consumption, optimizing its packaging sustainability without sacrificing performance or increasing cost.

CHALLENGE

Engineer new packaging solution that removed excess material while maintaining packaging strength

SOLUTION

An eight-wall octagon container that eliminated corner posts and leveraged 71lb double-wall corrugated to deliver double-stacking strength

RESULTS

4.5 million square feet reduction in corrugated material and \$350K reduction in material costs per year, plus reduced shipping weight and fuel for enhanced sustainability