

# CASE STUDY

## DIMENSIONAL (DIM) WEIGHT OPTIMIZATION

Technology Brand Shaves \$300K Off Shipping Costs, Reduces Void Fill by 70% Through Customized Multi-Depth Box Designs

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For years, a global technology manufacturer had been using the same four box sizes to ship product bundles. However, many things had changed since the boxes were first designed — including the size of its products and how carriers calculated shipping costs. Because the boxes were not optimized for dimensional (DIM) weight, the company was facing sky-high shipping fees. It was also using more void fill than necessary, which is looked down upon by sustainability-minded customers. With limited box SKUs and 100K products, the manufacturer lacked the flexibility required to right-size packaging across its many product combinations.

Victory Packaging's engineers are experts at optimizing DIM weight without disrupting a customer's current packaging process. After taking a close look at the manufacturer's operations, we prescribed a customized solution: A set of eight multi-depth boxes, each with two or three scores that allowed the customer to adjust the box size to the products inside. By doing so, we doubled the customer's number of box SKUs and delivered more than 30 variable dimensions, all within the same footprint as its previous boxes.

**WITH VICTORY PACKAGING'S HELP, THE MANUFACTURER REDUCED SHIPPING COSTS BY \$300K. IT ALSO INCREASED ITS PACKAGING SUSTAINABILITY BY USING 71% LESS VOID FILL, FITTING MORE PRODUCTS ONTO EACH TRUCK AND MINIMIZING ITS TOTAL CORRUGATED PACKAGING FOOTPRINT.**



### CHALLENGE

Redesign outdated boxes to reduce shipping costs and accommodate a wider range of product SKUs

### SOLUTION

Engineered and manufactured eight multi-depth corrugated boxes with more than 30 variable dimensions to optimize DIM weight across 100K+ SKUs

### RESULTS

\$300K reduction in shipping costs, plus enhanced sustainability thanks to 71% less void fill and significantly lower total corrugated square footage