

PACKAGE REDESIGN

***Protect more than brands.
Impress more than babies.***

xpedx helps design professionals incorporate structural integrity, production efficiency, sustainability and more into every package they design.



xpedx

Improving the packaging improves sales.



CHALLENGE

Zija International, a Utah-based health drink manufacturer and marketer, experienced an unacceptable rate of damage during shipment of the aluminum cans that contained its product. Zija couldn't afford to continue the high rate of unopened product returns or the complaints they were receiving, particularly from distributors. So Zija asked a number of companies to make proposals for eliminating the denting and scratching of their cans during shipment.

SOLUTION

The winning design—from xpdx—involved a thermoformed tray that isolated each can, and then was fitted into a corrugated box. This solution offered a high level of low-cost protection. And the entire package was recyclable. In fact, the new design actually reduced Zija's packaging material and labor costs by more than 30 cents per pack. Product damage, a critical concern that prompted the need for a new package design, was rarely seen or heard of. In one circumstance, the outer package was mangled during shipping but the cans inside remained unharmed.

VALUE

- Initial packaging order: 50,000 units
- Product returns dropped dramatically
- Company embarked on a sharp growth curve—presently averaging 20% per month



Consolidated packaging – the right move for Steelcase.



CHALLENGE

When Steelcase® approached xpedx about developing a new packaging scheme for its desks, its primary concern was for space savings in a new manufacturing plant, as well as better product protection. To consolidate its manufacturing operations, Steelcase also had to consolidate its desk packaging operation. Where the company was moving its desk manufacturing, there was no floor space available for storing the required packaging materials (51 separate packaging parts). There was also a problem with package integrity. The desks were packed in user position, fully enclosed in a corrugated box with a wooden frame and telescoping tubes for stability. The box was then secured with plastic strapping that had a tendency to loosen, often resulting in a compromise in packaging integrity and product damage.

SOLUTION

The new packaging for Steelcase desks, developed as a collaborative effort between Steelcase and xpedx, simplified the packing process, reduced the number of parts necessary from 51 to 13, and dramatically reduced material costs and space requirements. The shipping box, wooden frame and plastic banding were abandoned for an entirely different approach: the desk was placed on one end and was stretch wrapped, secured by top and bottom corrugated caps (the only corrugated material required) and by honeycomb pads. The new packaging approach eliminated the need for the wooden frame and for all the corrugated material except for two end caps, reducing material costs, floor space requirements, waste and freight, while streamlining inventory management for packaging materials. The new package offered a simpler approach that was more appealing visually and provided superior product protection.

VALUE

- Dramatic reduction in packaging materials freed up 6,400 square feet
- Both the weight of the packaging and packaging waste were reduced by 50%



More done by doing less.



CHALLENGE

Daily Juice, a division of American Beverage, needed logistics help. With the growth of their specialized drink mix business came new demands for additional warehousing and distribution capabilities. What could have meant a major capital investment in people, equipment and fleet became an opportunity for xpedx. Instead of simply selling packaging supplies to Daily Juice as they had done for years, xpedx became the single-source solution for Daily's logistics needs.

SOLUTION

Gradually xpedx took on a variety of non-manufacturing functions, allowing Daily Juice to concentrate on its core business. Construction and local fulfillment of POP displays were facilitated off-site by xpedx, as was management of Daily's product inventories. Instead of having to buy a fleet, Daily used the xpedx fleet. Pick up and deliveries by xpedx were accomplished after midnight to reduce traffic at the docks during the day. xpedx also utilized the back haul and by creating transport efficiencies, reduced emissions.

VALUE

- \$580,000 of incremental sales as a direct result of xpedx solutions
- Reduced the number of logistics and packaging vendors, co-packers and other suppliers
- Streamlined Daily's entire inventory management system
- Daily's personnel were able to focus on manufacturing
- Plant space previously dedicated to POP display construction and storage could be allocated to manufacturing. Reduced their freight costs by relying on xpedx trucks.
- Transport efficiencies reduced emissions

