

Improving Customer Efficiency

Molinaro's Pizza Club Display

Problem:

- Existing box had three separate pieces to assemble.
- Double wall design was cost prohibitive and difficult to lock into place by hand.
- Labor intensive design required significant time and money during assembly.
- Club store was unhappy with the messy in store look of the existing design.

Solution:

- Mid-Atlantic Packaging offered a full roll over stretch and slide display design.
- Roll over design removed the need for double wall, reducing fiber to single wall corrugated.
- Re-designed to glue in the divider creating a one piece design.
- Locking tabs added to the design to create a stackable, stable unit.

Results:

- The new design improved ROI 12.5% for Molinaro's.
- Labor was reduced by removing three people per line.
- Set up time was reduced from 2 minutes per box to 30 seconds.
- Overall packaging on pallet reduced, eliminating tier pads from new design through the locking tabs.

