

Cost Saving Solutions

Jack Daniels Marinader Display

Problem:

- Perf. Die Cut Retail display had to be palletized on its side due to weight of the display.
- Litho graphics were high cost.
- Perforations on die cut would pop loose during distribution
- Graphic tear would occur on the perf lines at retail

Solution:

- Mid-Atlantic Packaging offered the Retail Ready design
- Tray printed in high quality flexo graphics
- Re-designed to ship vertically giving a larger case ID that made it easier to load.
- Re-design add more cases per pallet
- Design is easy to open at retail and no more perf damage

Results:

- With increased pallet usage Heinz reduced their logistics costs by 5.7%
- Moving tray from Litho graphics to high quality flexo print offered an 11.2% cost savings.
- No more retailer complaints on box appearance or difficulty opening.

