

Case Study: Innovative Solutions



CHALLENGE

A Fortune 100 food processing customer of Tray-Pak Corp. approached the custom thermoformer with a request requiring creativity, innovation, and a team enthusiastic about making improvements to a package for the benefit of the environment. The company was being challenged by a retail customer of its own – one with a corporate image and mission that revolves around being environmentally responsible and a leader in sustainable initiatives. Tray-Pak, in partnership with its customer, set out to reduce the carbon footprint of the packaging for the major US retailer's private label meat brand.

- **REDUCED PACKAGE GRAM WEIGHT BY 13%**
- **DECREASED COST BY 7%**
- **SAVED 2,000 GALLONS OF FUEL**
- **LOWERED GREENHOUSE GAS EMISSIONS BY 19 METRIC TONS**
- **DISPLACED NEED TO RECYCLE 24 TONS OF CORRUGATED**

SOLUTION

Based on the goals set forth, a packaging re-design was an appropriate place to begin. Through many iterations and trials, Tray-Pak was able to develop a more efficient design in size and nesting, while improving the item's robotic application. An additional benefit was a net decrease in the gram weight of the packaging. The logistics benefit was a reduction in the shipping cube needed to transport the parts. However, the innovation did not stop there. Historically, Tray-Pak would ship the parts in standard cartons to the customer's facility, in which the customer would discard and ship to the retailer in custom, pre-printed corrugated boxes. Together, Tray-Pak and its customer worked out the logistics so that Tray-Pak would utilize the retail boxes to ship the packaging to the processing plant, and then re-use the boxes for shipment to the end retailer.



OUTCOME:

Tray-Pak was able to significantly decrease the carbon footprint of this particular project. The brand's packaging was re-designed to decrease gram weight and cost, while maintaining part performance and volume. The re-design significantly lessened the transportation requirements and ultimately reduced Greenhouse Gas Emissions.

