

Case Study

PACKAGE REDESIGN FOR NEW WALMART BUSINESS



THE CHALLENGE

- Need for a sturdier blister card to withstand shipment of a heavier product to Walmart.
- Concern they would experience damage due to the product being double stacked in the shipping cases.
- Walmart required a primary package that was retail shelf ready in the shipping case.
- To meet the demand of the new Walmart business and to increase efficiency, a new state of the art automated blister packaging machine was purchased requiring a redesign of the blister itself.
- The new automated machine required the customer to purchase custom size sealing trays requiring prototypes so the machine manufacturer can make them to size.

OUR SOLUTION

Our team analyzed the situation and redesigned the blisters to eliminate the customers concerns:

- Redesigned the blister to a Natralock® full card style to withstand the stress of double stacking in the case.
- Prototypes allowed the new machine manufacturer to produce to the custom sealing trays in a timely manner.
- The redesign to a full card blister allowed all of the Walmart business to be assembled on the new higher efficiency automated machinery.
- Assisted in the redesign of the outer case so it would be retail shelf ready to meet Walmart's requirements and specifications.
- Dedicated Project Manager.

THE OUTCOME

- Prevented potential primary package damage.
- Assisted the ramp up of significant new business working in collaboration with the customer and the new automated blister packaging equipment manufacturer.
- The new blister design helped increase efficiency on the new blister packaging equipment.
- The new package design was versatile so it would work in a retail shelf ready case or be hung on a peg.
- Walmart was very pleased with the retail ready solution and presentation.
- The successful package redesign led to over a 20% increase in revenues by replacing competitor SKU's.

Don't let poor packaging hurt your bottom line, PAX Holdings Global can help.
Contact us today at (312) 857-4158