

MOLDED PULP VS. INSTA-PAK

Application:

50 Pound Mobile Charging Station

Previous Material:

Insta-Pak

Challenge:

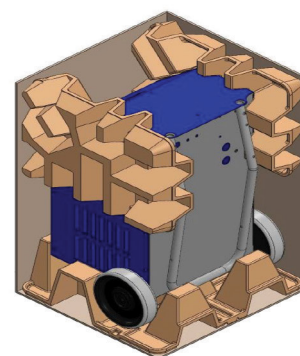
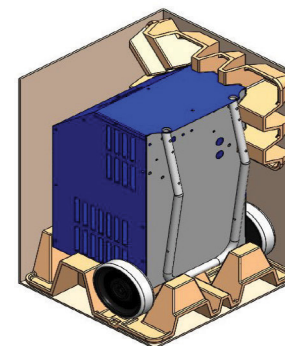
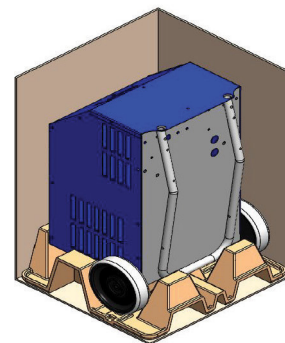
Due to the size of the Insta-Pak packaging, the customer was packing their product in large boxes, measuring 29.75" in height. The size of the boxes drove increased storage and shipping costs, as the boxes took up significant space in the warehouse and fewer units could be shipped on a truck. Moreover, the customer was concerned about the environmental effects Insta-Pak has on the planet, being a foam material that is rarely recycled or decomposed. Finally, the customer was looking to reduce overall packaging costs.

Solution:

Keiding Inc created a three part molded pulp solution with a compact design, aimed at maximizing protection while reducing the packaging footprint, and like all molded pulp is environmentally friendly.

Result:

The customer has saved \$75k annually since switching to Keiding's molded pulp packaging solution. Due to the innovative pulp design, the customer was able to reduce the height of their boxes from 29.75" to 24.75", a -16.7% reduction in overall box volume. This led to a \$30k savings in warehouse and shipping costs, for more units could be shipped on a truck than before. A further \$45k was saved simply due to the lower costs of Keiding's molded pulp product. In addition to the monetary savings molded pulp provided, the customer is happy knowing their packaging is environmentally friendly, both recycled and recyclable.



Contact us for more information on Keiding molded pulp packaging solutions:
keiding.com | (414) 353-9790

