


Box-In-Box Creates Lean, Green Supply Chain

consumer packaging • reduce waste • sustainability • supply chain • global retailer • 



Challenge:

Interstate Container Reading was challenged by their customer, MeadWestvaco, a global leader in consumer packaged goods (CPG). As one of the leading school and office suppliers, they needed to solve the problem of reducing corrugated packaging waste and costs while increasing the product placement visibility for their global retailer.

Solution:

Rising to the challenge, Interstate Container Reading's creative design team utilized their innovative machinery, a Pacific 3.0 folder gluer with a Polyjoiner module, to develop and design a unique corrugated Box-In-Box system. The module makes possible a number of novel design options, including a display tray on the inside with the outer box already attached to the outside. The resulting high impact, retail friendly point of purchase (POP) display exceeds both their customer and retailer expectations. This streamlined solution eliminates the need, steps and resources to go to co-packers, fulfillment centers or even packing off-line at the customer's facility. By eliminating these time consuming and costly steps, the consolidated supply chain improves efficiencies, reduces the environmental impact of their overall carbon footprint and positively affects the bottom line for MeadWestvaco

and their retailers. Not only does Interstate Container Reading's retail ready packaging Box-In-Box get your product to market cheaper and faster...it looks better when it gets there, too.

The Box-In-Box concept has been so well received, the retailer is investigating its viability for all their suppliers with similar products.

By meeting unique customer challenges with singular, effective solutions, Interstate Container Reading's creative design team and customer service personnel lead the way.

Capabilities:

Interstate Container Reading's equipment includes: Pacific 3.0 and Polyjoiner/folder gluer, BHS corrugators, Bobst platen die-cutter and Bobst color press. These allow for award winning full-service graphic packaging and POP displays.

Interstate Resources . . . We Can.



Interstate Container Reading is a business unit of Interstate Resources.
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