CASE STUDY | WRAP IT RIGHT

Reducing Stretch Film Waste by 75% with Crawford's Wrap It Right Program

A polyethylene plastics distributor located in the GTA approached Crawford Packaging with concerns about their outdated and inefficient stretch wrappers, which were leading to increased packing times and excessive film usage. Crawford's Packaging Specialist, along with the Industrial Automation Manager, conducted a Wrap It Right audit to identify their load containment needs and inefficiencies. The audit led to the recommendation of a Wulftec stretch wrapper and a switch to a high-performance stretch film.

Challenge

- Outdated automated stretch wrappers were impacting performance.
- Excessive film consumption on loads.

Solution

- Conducting Crawford's Wrap It Right audit to review existing stretch film practices and equipment to identify possible inefficiencies.
- Standardization of load containment and stretch film practices.
- Recommendation of Wulftec Semi-Automatic Turntable Stretch Wrapper; selected as the best-fit solution for the customer's needs.
- Switch to high-performance stretch film suitable for the customer's needs.

Impact

- **Increased Productivity:** Replacing the outdated stretch wrapper with new equipment significantly increased wrapping speed and throughput. The customer experienced an 8x increase in productivity.
- **Reduced Stretch Film Waste:** Switching to a semi-automatic stretch wrapper led to a 75% decrease in film usage, reducing waste.
- **Cost Savings:** The customer achieved substantial annual cost savings due to reduced film consumption and increased efficiency.
- **Preventative Maintenance Program:** The customer enrolled in Crawford Packaging's preventative maintenance program to ensure their machines run at optimal performance, further enhancing their operational efficiency and reducing downtime.

8x increase
in productivity.

Up to 75% reduction
in stretch film waste.

Standardization
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