CASE STUDY | TAPE IT RIGHT

Improving Case Sealing Efficiency in Food Processing

The client, a prominent player in the food processing industry, approached Crawford Packaging to resolve issues with their tape-sealing equipment and materials. Inconsistent sealing practices, environmental challenges, low product security, and excessive tape usage were causing damage to their products. Crawford's Packaging Specialist collaborated with the client through our Tape It Right program to find a solution. As a result, the client significantly improved their sealing efficiency, reduced costs, minimized waste, and increased throughput, ensuring a more efficient and cost-effective operation.

Challenge

- Inconsistent sealing due to the use of the wrong tape and outdated sealing equipment.
- Environmental Sensitivity: hot melt tape's adhesive properties were affected by temperature fluctuations.
- Compromised product security due to inadequate sealing.
- Excessive tape usage resulted in increased costs.

Solution

- Introduced three new sealing machines
- Switched to 400 acrylic long roll tape
- Scheduled regular preventative maintenance services

Impact

- Achieved consistent sealing
- Increased throughput
- Reduced cost per case by 30%
- 40% waste reduction

30% cost per case reduction

30% waste reduction

Consistent sealing

Increased throughput