

# Finding a Beautiful Packaging Solution With Wrap It Right

A Toronto-based beauty supply company faced significant issues with lost and damaged products due to poor hand-wrapping of their pallets. This not only compromised their current deliveries but also jeopardized future shipments, all while incurring added costs from excessive stretch film usage. Upon consulting one of our Packaging Specialists, a Wrap It Right audit was recommended. After the audit, our Specialist suggested transitioning to a new semi-automatic stretch wrapper to replace the manual process. This adjustment promised enhanced load containment and a substantial reduction in stretch film use. After trialling the new equipment, the beauty supplier affirmed its efficiency, underscoring quicker packaging times, improved load containment, and decreased stretch film consumption.

## Challenge

- Loss and damage to products from inadequate hand-wrapping.
- Decreased load containment and extended packaging times.
- Excessive use of stretch film raised the cost per pallet.

## Solution

- Wrap It Right audit leading to standardized stretch film practices.
- Installation of a semi-automatic stretch wrapper.

## Impact

- **Reduced Shipping Damage:** Eliminated product loss/damage fears.
- **Reduced Stretch Film Waste:** Substantially lowered film consumption.
- **Increased Throughput:** Improved packaging speed and efficiency.



**Reduced**  
shipping damage



**Reduced**  
stretch film waste



**Increased**  
throughput

