

Case Study

Transition to on-demand inflatable packaging lowers damage while reducing waste for ecommerce company



AirSpeed® Ascent™ On-Demand Inflatable System
AirSpeed® HC Renew™ Hybrid Cushioning Film

Overview

How many rolls of bubble cushioning does it take to package a personalized outdoor landscape stone with rough edges and an atypical shape? It's not a question looking for a punchline, it's the kind of question packaging engineers at Pregis can more easily tackle on behalf of customers because of deep knowledge and the Pregis IQ.

In this case, the answer is zero. They were able to do it with Pregis AirSpeed® Hybrid Cushioning (HC) and cut waste by more than half.

Challenge

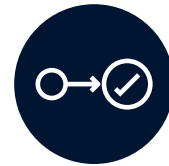
A small ecommerce business was using bubble cushioning to protect its customized stone product inside a corrugated box that was then shipped to the customer. The bubble cushioning monopolized a significant amount of the customer's warehouse footprint. To add to the company's challenges, there were inconsistencies in the amount of material being utilized per box, and the bubble cushioning was inconveniently located outside of the reach of the packers. Both of these challenges contributed to unpredictable material costs, and reduced throughput via an inefficient packing workflow, which posed ergonomic challenges for packers.

In general, the traditional bubble cushioning was bulky and hard to maneuver. As the customer grew, the material became very problematic to work with. The reliable availability of this packaging was also an issue since they had to order small amounts frequently in an effort to manage the clutter. Frustrated and reaching out for assistance, the customer was put in touch with Pregis to find an alternative solution.

Pregis was able to provide the customer with everything they needed to streamline their internal packaging process, reduce materials, and maximize their warehouse space.

Solution

Pregis recommended a corrugated sleeve solution, and its AirSpeed® Ascent™ high-pressure inflatable cushioning system running AirSpeed® Hybrid Cushioning (HC) film. Pregis also offered up all of the necessary training and procedural development needed to roll out the product internally – all within days.



Streamline process



Material reduction



Warehouse space

HC's proprietary square pattern provides more surface area to absorb shock providing superior product protection.



Ultimately, the customer decided to rely only on the AirSpeed HC solution to provide cushioning protection while using less material within a more standardized process.

Outcome

The rolls of HC film offered the customer reduced freight costs and it allowed for easier storage than the previous bubble solution which was bulky and took up space. Choosing the AirSpeed high pressure cushioning solution reduced the amount of material needed to provide better protection by half.

In the end-of-life study at the Pregis Innovation Headquarters (IQ), choosing the AirSpeed® Hybrid Cushioning (HC) solutions reduced the amount of material needed to provide better protection by half resulting in:



65% decrease

in GHG emissions. A difference equivalent to 33,000 miles driven by passenger vehicles yearly



64% decrease

in fossil fuel usage. The difference is to equivalent to 54 barrels of oil



> 7,000 lbs

of waste potential diverted from the landfill

Each packer was also supported by the AirSpeed Ascent system's calibration to standardize sizes, eliminating variability and human error.

Deploying this system makes the customer's customers happy too. The AirSpeed equipment creates a proprietary square cushioning pattern that provides better product protection so the item arrives undamaged and without any "bottoming out" of the package. The film's clarity and resilience also offers a positive unboxing experience. HC Renew features 30% post-industrial recycled content and is designated store drop-off recyclable through HowtoRecycle®.

Pregis is able to achieve this kind of deployment speed because of the collective skill and responsiveness of its sales team and the application engineers based out of the Pregis Innovation Headquarters (IQ), a 50,000-square-foot packaging innovation center in Aurora, Illinois. The Pregis IQ is there to help customers their toughest business challenges with packaging.

Act now!

Contact us for a free packaging analysis.