

5

Plastic Packaging Hidden Cost Savings

When seeking out cost savings in plastic packaging, the focus tends to stop at price per pound or total cost. While this is certainly an important factor, the majority of cost savings opportunities are those that tend to *fly under the radar*. The following list outlines five of these hidden cost savings, which have the potential to maximize your efficiencies and revenue.

Yield Dynamics



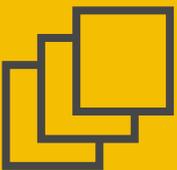
When it comes to cost savings, packaging follows a simple principle: the less you use, the greater the yield...and the greater the cost benefit. While film yield is most commonly measured by gauge, tube size (or core size) is another important source for potential cost savings. A tube with a smaller diameter and thickness combined with a lower-gauge film produces the highest yield dynamics—making it possible to achieve a higher stretch with less film and attain the lowest cost per load.

Premium Blends



Corners and edges are the nemesis of any packaging application. Every sharp corner has the potential to tear through film, which can leave your load vulnerable to damages during transport—resulting in delays and lost revenue. To avoid this scenario, it is important to use films that are designed specifically to meet the needs of your unique packaging applications. This requires choosing films that utilize the latest grades of specialty resins and extrusion versatility, which enhances film performance and reduces the possibility of tearing and damages.

Product Samples



Purchasing film for packaging operations is an investment, which is why it is critical to know you have selected the perfect packaging solution. Using the wrong film puts your load at risk for damages and also sets you back in costs when you have to order a different film as a result. A simple preventative solution is to seek out packaging companies that provide advance product samples. This gives you the opportunity to test the product and ensure you are investing in the right option before purchasing.

Transportation



Transportation and lead times are two important hidden costs that can dramatically impact your operations. The longer it takes to get the packaging products you need, the more time you lose—putting your production at risk. Choosing a packaging company that provides fast lead times (3-4 weeks) helps to reduce your inventory costs and wait time. As an added benefit, seek out companies that own and operate their own fleet of shipping trucks, as this will greatly increase speed to market and overall efficiencies.

Customer Service



Time is money. For every hour you have to wait to get the packaging products you need, production is affected and the dollars tick by. While all companies tend to offer exceptional customer service, it is important to choose a packaging company that is a *technical partner*—one that understands the film, the machinery, and the applications throughout *every step* of the customer service process. This ensures you get the exact resources you need in a timely manner—maximizing production, efficiencies, speed to market, and throughput.