



# Case Study

### **A Packaging Solution Should Ensure Product Arrives Safely to its Intended Destination Every Time.**

“The Quincy Resource Team not only increased the safe transport of our Client’s product we also protected our Client’s profit margin,”

Al Olmstead, VP Sales  
Quincy Resource Group

#### **BUSINESS NEED**

Our Client, a major manufacturer of household cleaning and stain removal products headquartered outside of Madison, WI distributes products around the country through major retailers.

Faced with the problem of product damage and loss while in transit, the Client contacted Quincy Resource Group to assist them with designing a corrugated packaging solution that would reduce their annual product damage and resulting costs.

#### **CHALLENGE**

Quincy Resource Group design engineers determined the problem stemmed from improper shipping package design. The current corrugated package the client was utilizing did not withstand shock and vibration testing which explained the high risk of product damage they were experiencing. Creating and testing a new corrugated package to protect the product was paramount to resolving the Client’s product losses. However meeting this design challenge also meant staying within the Client’s budget. The Client had a very tight profit margin. The solution Quincy Resource Group created would have to come in within the Client’s margin in order for the solution to be implemented.

#### **SOLUTION**

Our design engineers created a corrugated packaging solution that safely delivered the products, and stayed within our Client’s budget. “The Quincy Resource Team not only increased the safe transport of our Client’s product we also protected our Client’s profit margin,” said Al Olmstead, VP of Sales Quincy Resource Group.

#### **APPROACH**

Collaborating with our Client’s production team was vital to our solution’s success. Their Client’s product engineers and distribution team worked closely with the design engineers at Quincy Resource Group to ensure the solution met all possible contingencies. The team worked through numerous packaging configurations, cell sizes, and testing trials before creating a solution that meet all of the Client’s product safety and cost requirements.

#### **BENEFITS**

Our Client experienced a \$75,000 reduction in product damage and loss within the first year of implementing the corrugated packaging solution our design engineers at Quincy Resource Group created for them.

And our Client’s customers benefited as well because our packaging solution ensured the delivery of product was uninterrupted and arrived in saleable condition.