

# CASE STUDY

## SD-900

## The Clear Solution for New Package Design



When a new package design unexpectedly conflicted with production automation, a global manufacturer of fishing products turned to Glue Dots International's (GDI) adhesive solutions to circumvent another package re-design.

### The Problem

#### Traditional Hot Melt Creates Application and Aesthetic Issues

While testing a new fishing line package design, it became clear that traditional hot melt compromised the package's aesthetics. The previous generation of packaging used traditional chipboard, which hid adhesive flaws and application errors produced by an existing hot melt system.

The new design was a clear PET material, which made the adhesive and any application errors visible to the customer. Abandoning the new design was not an option so the manufacturer decided to improve the production process.

### The Solution

#### Glue Dots® Brand Adhesives Provide Clear Solution

Glue Dots Brand Adhesives provided key features that addressed the manufacturer's needs of a clean instant bond that leaves no mess or residue and an adhesive pattern that complimented the clear PET packaging.

Using the SD-900 inline automated applicator, Low Profile, High Tack Glue Dots were applied to the bottom flap sealing the package. In addition, GDI provided the manufacturer with a customized solution for a better fit on the existing production line. Combining the automated SD-900 with Glue Dots adhesives allowed easy integration into the existing production process.

### The Result

#### Clear Packaging Gets Customers to Bite

Glue Dots adhesive solutions provided the clean, seamless packaging the manufacturer had envisioned, enabling them to avoid a costly package re-design, while maintaining the integrity of their brand.



## Key Takeaways

- Clean and invisible, Glue Dots® Brand Adhesives were the perfect solution for the clear package design
- The fully-automated SD-900 applicator easily integrated into the production process
- Glue Dots adhesive solutions enabled the manufacturer to avoid a costly package re-design while maintaining brand integrity

