

CASE STUDY

Glue Dots® Take the Squeeze Out of Package Design

DOT SHOT PRO



When a contract packaging company, which specializes in packaging personal care products, was approached with a cross-promotion package design challenge, they turned to Glue Dots® Brand Adhesives to resolve the issue.

The Problem

Shrink-Wrap Puts the Squeeze on Package Design

To promote a new sunless tanning lotion, the manufacturer wanted to include a sample of it with a razor's carton by shrink-wrapping the two items together. The contract packaging company encountered a problem during production.

"The force of the shrink-wrap film squeezed the razor and the sample tube too tightly, pulling the sample in front of the carton's branding," stated the packaging company's operations manager. "This was unacceptable from a package appearance standpoint."

The Solution

Super High Tack Glue Dots Applied with a Dot Shot® Pro

To keep the products in place, workers applied Super High Tack, High Profile Glue Dots to the razor carton. The tanning lotion sample was then bonded to the package. The strength of the bond held the products in place, easily withstanding the force of the shrink-wrap as it moved through the shrink tunnel.

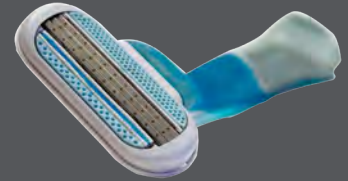
Because all the contract packager's work is done by hand, the versatile Dot Shot® Pro applicator easily integrated into their existing production process. Lightweight and easy to use, the Dot Shot Pro allowed the workers to apply the right amount of adhesive quickly and effectively.

The Result

Manufacturer's Vision is Delivered

Glue Dots and the Dot Shot Pro allowed the packaging company to deliver the manufacturer's vision.

"What looks good in the design stage does not always work when actual production begins," said the operations manager. The contract packager now uses Glue Dots Adhesives to remedy other problems as they arise. "We found Glue Dots to be the perfect solution!"



Key Takeaways

- The versatile Dot Shot® Pro easily integrated into the existing packaging process
- Super High Tack, High Profile Glue Dots enabled the sample to go through shrink-wrapping without shifting
- Using Glue Dots' adhesives and applicators enabled the customer to deliver the manufacturer's package design

