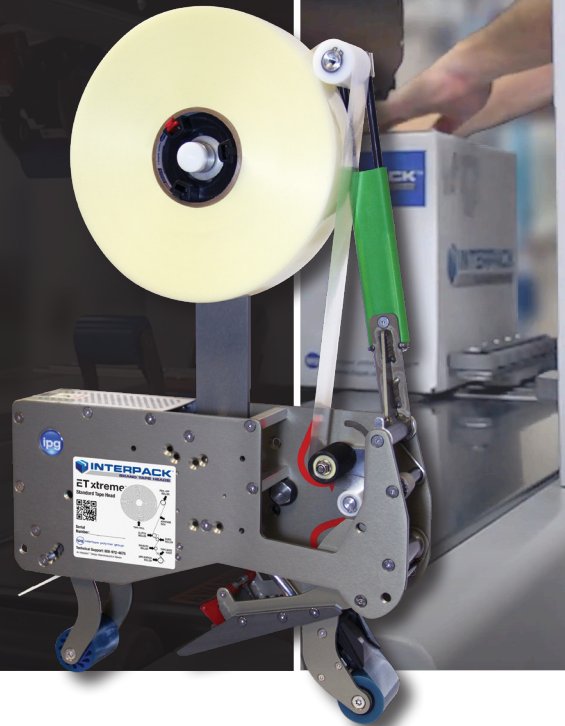




CASE STUDY

MAJOR E-COMMERCE RETAILER
ENHANCED PACKING LINE
PERFORMANCE, REDUCED MATERIAL
WASTE, AND SUPPORTED THEIR
COMMITMENT TO SUSTAINABILITY



Customer Situation

A major industry-leading national e-commerce retailer faced significant challenges in achieving consistent quality when sealing cartons of varying sizes and weights. The customer, along with the IPG corporate account manager, identified this as a potential area for improvement in their shipping process.

Proposed Solutions

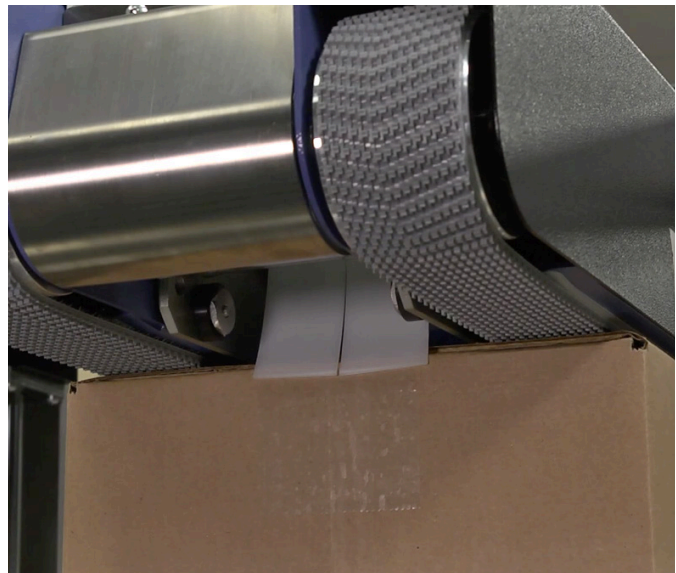
- Perform a proprietary adhesion force to kraft test at each location to measure the force needed to break the bond between tape and corrugate.
- Install IPG's ET Xtreme® (ETX) tape head for superior wipe-down force, lighter weight, and increased speed.
- Test lighter tape, as ETX's wipe-down ability and IPG's Corru-grip® adhesive allow it to seal as effectively as heavier tape.
- Install IPG's iTrack™ low tape/no tape sensors to capture critical performance data. Establish a service program for IPG technical staff to conduct regular maintenance on equipment and tape performance.



Superior seal

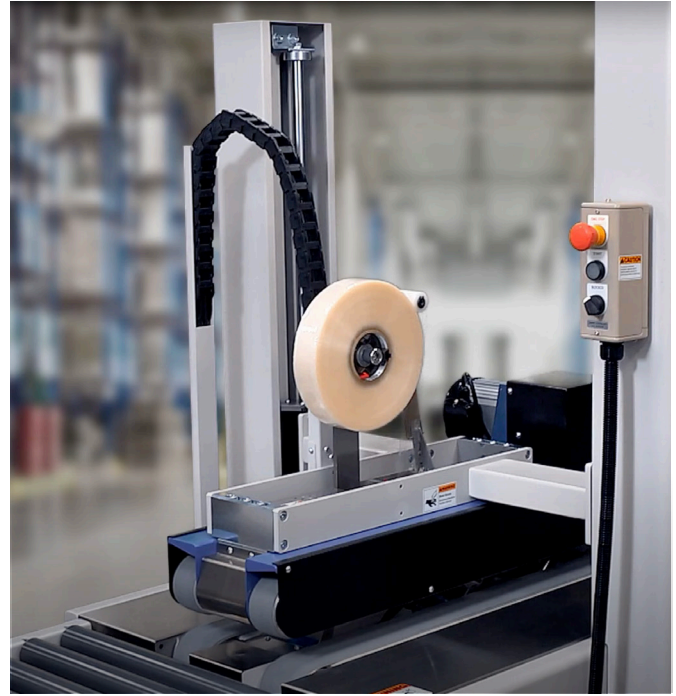


Capture performance data



Results

- Adhesion force to kraft showed 132% more force needed to break the seal with IPG tape than the competitor's.
- Replaced all competitor tape heads with IPG's ETX head.
- The ETX tape head enabled customer to move to a lighter tape which provided a 17% material savings.
- IPG installed iTrack™ low tape/no tape sensors allowing the customer to access data to increase efficiencies on each production line.
- IPG's Cradle to Cradle® Bronze carton sealing tapes allowed the customer to use their tape change to meet their sustainability goals.
- The customer agreed to a service contract for IPG's technical team to visit locations on a regular basis, ensuring efficient operation of equipment and allowing the customer's internal maintenance staff to focus on other areas.
- IPG helped the customer achieve minority spend goals by purchasing from a minority owned vendor.



17%

Material savings



Reduction in repair costs



Minimized physical stress