

Case Study

Shrinkwrapped multipacks

Pregis Films solves multipack problem for milk producer; helps bring new retail shrink multipack solution to market



Milk producer solves new bottle bundling problem with an innovative shrink wrap solution. Pregis Films' solution supports successful market launch for new retail six-pack offering.

THE PROBLEM

A producer of premium milk was ramping up to introduce a new six pack 52-ounce plastic bottle pack to the marketplace. The new design was going to be distributed to big box stores, as well as supermarket outlets. In order to facilitate handling for both consumers and store personnel, the bottles are first tray packed, then shrink wrapped.

The absence or opening of the shrink-wrapped material on either side of the bundle, is known as a bullseye. The typical approach to heavier bundles is to lift by placing a hand in one or both sides to grab the overwrap within the bullseye. Therefore, it's critical that the material be strong enough that it doesn't tear or stretch in the process, sending the bottles spilling to the ground.

Unfortunately, when the milk producer was testing its shrink wrapped multipacks, it was experiencing frequent failures. The polyethylene (LDPE) material would either tear, or the wrap would shrink so tightly around the bottles, that it would compress and deform the primary packaging. The weight of the bottles and their profile added to the complexity and contributed to the failure of the shrink film.

With the ongoing film performance issues, the company knew that it could not go forward with the launch without finding a better solution that would work.

THE SOLUTION

Pregis Films was brought in to provide a solution. With the milk producer now several months behind its target launch deadline, it was critical that a solution be found as quickly as possible.

Because of its film manufacturing history and technical knowledge, Pregis Films' development engineers understood the film chemistry and why it was failing. Additionally, the company was willing to commit resources to finding a solution, something that other film manufactures would not pursue due to limited capabilities.

The final solution required altering the formulation to make a stiffer material that would also retain its ability to shrink. After going through a couple of structures and testing on multipacks, Pregis Films was able to design a structure that could be run cost-effectively and optimize the shrink bundling process for the customer.

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