

GLUE DOTS[®] and the SynchroDot[®] Pro Provides Fast Relief for Carma Labs



When Carma Labs experienced problems packaging their lip care products in multi-packs, they knew adhesives were the solution. But because they needed them quickly and in large quantities to fill orders from mass retailers, they needed a custom solution from Glue Dots International.

Problem: Shrink Wrap Causes Irritation

Carma Labs was contracted by a mega-wholesale club to supply multi-packs of their Carmex[®] lip care products in various flavors and packaging configurations. According to Don Finney, production manager at Carma Labs, they encountered problems during the packaging operation, which is done primarily by hand.

“The products were not staying straight during shrink-wrapping,” said Finney. “We could have applied an adhesive by hand to the backer cards to hold them in place, but we needed something faster.” Finney needed an automated solution to stay ahead of the looming deadlines from the wholesale club. Space limitations were also an issue, so the automated solution had to be able to integrate into a very tight space.

Solution: SynchroDot[®] Pro Soothes Packaging Problems

For a solution, Finney called on Xpedx, a national distributor of packaging solutions, and Glue Dots International. Along with Xpedx and Facility Functions, which developed the conveyor system, Glue Dots International customised the new SynchroDot[®] Pro, an inline adhesive applicator, to meet Carma Labs’ unique needs.

Glue Dots International reconfigured the SynchroDot[®] Pro to allow it to place two dots, side-by-side, on the backer cards. Custom GLUE DOTS[®] rolls with two rows of dots on a wider liner were also manufactured. The SynchroDot[®] Pro quickly and precisely placed the dots on the products as they traveled down the conveyor. The products were then secured to the backer cards and transferred to the shrink wrap machine.

Results: Multi-Packs Apply Smooth Sales

In a matter of weeks, Glue Dots International, Xpedx and Facility Functions were able to develop a cost-effective, custom solution that met Carma Labs’ needs. Finney noted that the SynchroDot[®] Pro paid for itself early into production. “Glue Dots International integrated the SynchroDot[®] Pro into our facility quickly, allowing us to ramp up production,” he said. “The custom solution proved to be cost-effective and allowed us to meet shipping deadlines and grow sales.”