

GLUE DOTS® Helps a Consumer Packaged Goods Company Stack Up for Christmas



Nothing says Christmas like cookies. When it comes to cookies, this Consumer Packaged Goods Company is one of the top brands in the country.

Packaging is crucial to this company. Consumers recognise the familiar boxes and logo, making the packaging an extension of their world-renowned brand. So when they ran into problems making a new Holiday Gift Stack of cookie boxes stay together during packing, GLUE DOTS® were used to make it work.

Problem: Slippery Boxes Don't Stay Stacked

An experimental project that was being test marketed for the Christmas holiday, the gift box stack was a stack of cookie boxes loosely wrapped in clear cellophane. Because it was for Christmas, the gift box stack had to look worthy of a gift. "The aesthetics of the entire package were critical for its presentation on the store shelf," said Senior Manager of Packaging.

Each individual box in the stack contained a high gloss coating, making them slippery. Once wrapped in the cellophane, the stack would fall apart, turning the gift stack into a bag of boxes. They needed a way to keep the stack secure from the plant to retailers around the country.

Solution: Two GLUE DOTS® and a Dot Shot™ Pro

The solution was to use the Dot Shot™ Pro to apply two GLUE DOTS® to the top of the boxes. High tack, medium profile GLUE DOTS® were selected to allow the smooth, coated and slightly concave box tops to adhere to the box above.

With its easy-to-use design, the Dot Shot™ Pro allowed the workers to dispense just the right amount of adhesive. The ergonomic, triggerless operation helps to cut down on carpal tunnel syndrome and other repetitive-motion injuries.

Results: Stacks Intact

The Consumer Packaged Goods Company sees the gift box stacks as a growing market segment, as retailer response to the Christmas stack was very positive. The company expects to develop a similar offering for Easter, with GLUE DOTS® being used to make sure the stacks stay assembled.

"Two GLUE DOTS® gave the entire stack the integrity it needed to remain assembled from the plant to the store shelf," said the Senior Manager of Packaging. "The Dot Shot™ Pro made applying the GLUE DOTS® fast and easy."