

# Case Study

## Candle in the Wind

**Glue Dots® help a candle manufacturer meet shipping deadline**

Packaging is often employed to display a product on the store shelves as well as provide a convenient carton for storage and shipping. But for this to work, components must stay in place, and labels must be visible.

Candle in the Wind is a manufacturer of specialty candles and scented oils. When they experienced problems packaging a new product, they turned to Glue Dots International for help.

### **Problem: Bottles turn and tip**

Candle in the Wind was preparing to launch new scented oils called Bel Arome. Their customers, national retailers and boutique stores, were anxious for the new product. The packaging consisted of a box with a window to view the product and an inner corrugated die-cut piece to hold the bottle of oil.

After they received the packaging materials from the vendor and began assembling the packages, they

noticed a problem. The bottles tended to rotate in the box, moving the label from view. Also, when the box was in its vertical display position, the bottle would tip out of the die cut. This was not acceptable.

### **Solution: Glue Dots® back up the bottles**

The problem was quickly solved with the help of Glue Dots® adhesives. Super High Tack, High Profile Glue Dots® were applied to the inside back of the box, where the bottle rested. The strength of the bond held the bottles in place, allowing the bottles to stay upright with the labels facing front.

Also, because of the recessed nature of the inner die cut, Candle in the Wind opted to use Dot Shot Pro® applicators to apply the Glue Dots®. This made it quick and easy for workers to apply the adhesive in a tight, recessed area.

### **Results: Bottles stay put, shipping deadline met**

Were it not for Glue Dots® adhesive products, the alternative would have been to design and order new corrugated die cuts that held the bottles more snugly. But Candle in the Wind had 10,000 units to ship to a national retailer and had no time to wait for new packaging.

“Glue Dots® allowed us to make that shipment on time,” said Udi Perez, president of Candle in the Wind. “And, we were able to do it quickly and cost-effectively.”



# Case Study

## Consumer Products

### *Glue Dots® helps a consumer packaged goods company stack up for Christmas*

Nothing says Christmas like cookies. When it comes to cookies, this well-known consumer packaged goods company is one of the top brands in the country.

Packaging is crucial to this company. Consumers recognize 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 the 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

carpel 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.”

# Case Study

## Demis Products™

**Glue Dots® helps Demis Products fine real treasure**

Unfinished wooden crafts and home décor pieces may seem like a walk in the park, but they are not without their challenges in the retail environment. Demis Products™, a leading manufacturer of unfinished pine products, called on Glue Dots® to help with one such problem.

### **Problem: No good way to attach a label**

Made with unfinished pine, Demis Products' new Treasure Chest product presented a problem in attaching the label. The two-sided label had to be attached in a way to make it easy to remove without tearing, yet withstand the rigors of shipping.

Initially, the company used staples, but that resulted in torn labels and damaged product. The only option that remained was adhesives, but the wood's porosity made that a challenge. Time was running out and Demis Products needed a solution. "We had a relatively tight timeline to build and ship the

Treasure Chest for the Christmas season," said Brian Misterka, president of Demis Products.

### **Solution: Glue Dots® overcome the challenges**

Misterka learned about Glue Dots® at a trade show and decided to try them. Working with Glue Dots® to evaluate different tack levels, Demis determined that Super High Tack, Stitch Pattern adhesives performed the best at holding the label on the porous wood. The Stitch Pattern, according to Misterka, provided the necessary surface area to compensate for the wood's surface and hold the label, even in a vertical position.

To apply the Glue Dots®, they chose the Dot Shot® Pro. Fast and easy to use, the Dot Shot Pro made short work of applying the adhesives.

"We found it to be a simple and cost effective way to apply the Glue Dots®," Misterka said.



### **Results: Treasure Chest ships on time**

Using Glue Dots® adhesives and the Dot Shot Pro dispenser allowed Demis Products to ship the Treasure Chest on time, while meeting their customers' expectations of quality. "Because our products are made from natural materials, we are very mindful of protecting its integrity," said Misterka. "Using Glue Dots® and the Dot Shot Pro improved the speed with which we applied the label and improved the quality of the label's application."

Misterka concluded, "The customer was the primary reason for using Glue Dots®."

# Case Study

## Personal Care

**Glue Dots® helps contract packager meet Personal Care client's needs**

Cross-promoting products by attaching free samples is a common practice of consumer goods manufacturers today. However, this often presents challenges in packaging design and assembly.

When a manufacturer of personal care products turned to their contract packaging vendor with a packaging challenge, the contract packager turned to Glue Dots® to help make it work.

**Problem: Shrink wrap puts the squeeze on packaging design**

To cross-promote a new sunless tanning lotion, the manufacturer wanted to package a sample tube of the lotion with one of their razors. The package design consisted of a short base carton that held the products in place so they could both be displayed on the retail shelves. But the contract packager encountered a problem during production.

The shrink wrapping stage is where the problem arose, according to the contract packager's

operations manager. "The force of the film contracting squeezed the razor and the tube together, pulling one product in front of the other," he said. "This was unacceptable from a package appearance standpoint."

**Solution: Super High Tack Glue Dots® applied with the Dot Shot® Pro**

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

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



**Results: Products stay in place**

Glue Dots® and the Dot Shot Pro allowed the contract packager to deliver the manufacturer's vision. The strength of the Glue Dots® bond kept the package assembly from collapsing under the force of the shrink-wrap.

"What looks good in the design stage does not always work when actual production begins," said the operations manager. The Glue Dots® so impressed him, that they now uses them to remedy other problems as they arise. "We found Glue Dots® to be the perfect solution."