

# Package Design

Vehicle Wheel Housing Returnable Steel Bin



\$3,000,000

Annual Cost Reduction



6-7 Year Extension

Effectively Increasing Lifecycle

## CLIENT NEEDS

The client required packaging redesign in order to eliminate an existing design to reduce cost. In addition to the removal of expendable corrugated material, the redesign needed to help reduce damage to parts caused by the corrugated material, which was collapsing during shipment.

## PROCESS

- Designed a steel bin to replace the expendable corrugated material, which allowed parts to fit properly inside and maintain effectiveness for a 6-7 year lifecycle.
- Reduced the client's packaging material costs and part damage costs by over \$3M annually by converting from an expendable package design to a returnable steel bin design.
- Improved the sustainability of the packaging.



Contact us for assistance with your packaging needs

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