

CASE STUDY

AUTOMOTIVE PARTS LEADER

An Automotive Parts Leader Obtains Improved Packaging and Cost Reductions

A MAJOR PRODUCER AND DISTRIBUTOR OF AUTOMATIC COMPONENT PARTS NEEDED A SOLUTION THAT PROTECTED THE WIPER BLADES EQUALLY OR BETTER THAN THEIR CURRENT PACKAGING WHILE PROVIDING A SIGNIFICANT COST REDUCTION TO VALIDATE A CHANGE IN THEIR SHIPPING METHODS.

Due to the fragile nature of the client's product, wiper blades, they were seeking a customized solution that no other packaging distributor was able to meet. Victory Packaging's engineers and design staff have over 300 years of combined experience in automotive parts packaging through their diverse clientele. The team of in-house engineers applied their expertise and quickly designed and modeled prototypes by utilizing ArtiosCAD technology for the client. Victory Packaging was also able to secure low-cost parts through their robust supplier network to overcome the difficulty of not having access to some of the raw building materials. Through the creativity of an innovative engineering team, progressive modeling technology, and access to a multitude of suppliers, Victory Packaging was able to add a new customer to their extensive list of automotive clients while providing a customized solution that offered innovation and cost optimization to the client.

The customer attained a 51% cost reduction in wiper packaging, totaling over \$200,000 in savings annually.



CHALLENGE

Improve an existing packaging product while also providing a significant cost savings to the client.

DIFFICULTIES

Delivering a timely prototype for the client without the immediate access to raw building materials.

SOLUTION

A creative, customized, and lower cost packaging solution which saved the client over \$200,000 annually.