

UNBIASED PACKAGE DESIGN

Expertise Packaging Advantage

Results

BoldtSmith conducts financial analysis for all package designs, using a custom testing protocol to map & mitigate real-world hazards before they cause product damage.



25% Reduction
In freight costs



46% Reduction
In packaging material costs



Preservation
Diminished product transit damage



Packaging Design Challenge

BoldtSmith Packaging recently completed a project for a customer in the kitchen appliance world. The project goal was to determine the optimized packaging material designed to ship to big-box retailers such as Home Depot and Lowe's around the U.S. and Canada.

Requirements



Optimize appliance package design for retail shipping



Reduce freight and material costs

BoldtSmith Actions

- 1 Visit all stopping points in the supply chain and ship the product with a data recording device to create a custom testing protocol that matches the customer's supply chain
- 2 Create optimized retail packaging design solutions
- 3 Create packaging specifications
- 4 Develop packaging samples in-house
- 5 Create containerization files for optimized packaging solutions
- 6 Test the samples to the custom testing protocol
- 7 Send specifications for pricing
- 8 Complete a financial analysis including packaging, labor and freight costs
- 9 Present the design, pricing and testing results

