

Case Study: Ranpak® vs. Other Paper Systems



COMPANY PROFILE

- Distributor of veterinary pharmaceuticals and supplies
- Located in Central California

THE SWITCH – PART ONE

For over four years, this company had been using two of Ranpak's paper-based packaging materials to protect their products during shipment: FillPak TT® (void fill) and PadPak® Pad-N-Pak® Workstations (cushioning). There were never any issues with the converters, damages were essentially non-existent and the service received from Ranpak was excellent.

However, despite all the positive aspects of Ranpak's packaging products, in mid-summer 2008, a competitive paper-based packaging system was installed to be tested at the facility. This occurred because the customer was told that they would experience significant cost savings, the machines were easier to use and their paper protected just as well as Ranpak's paper.

BROKEN PROMISES

Immediately, the customer noticed that the competitor machines did not create a very quality pad. The basis weight of the paper packaging material was switched from a 2-ply 50/50 pound basis weight to a lighter, less durable 2-ply 30/30 pound basis weight. In addition, the competitor's paper machine folded the paper into a smaller stream of paper and the machines were very difficult to operate. Within the first week of operation, two of the competitor machines went down and needed to be serviced. Every packer begged to have the more reliable Ranpak machines brought back.

THE SWITCH – PART TWO

After only two short months of testing the competitor's paper machines, usage numbers were looked at and it was discovered that each month over 50% more of the competitor's void fill material was used than with Ranpak's TT void fill material and 30% more of the competitor's cushioning material was used than with Ranpak's PadPak cushioning material. This came as no surprise, as the company's Ranpak Sales Representative warned the customer that, based on other customer's experiences, this would most likely happen. Indeed it did.

RETURN TO HAPPINESS

Needless to say, the customer decided to make the switch back to Ranpak. The customer is, once again, looking forward to using Ranpak's systems for their reliability, superior product protection and excellent customer service. In fact, the customer is so happy with their decision, that every packer who begged to bring Ranpak back signed a letter showing their support of Ranpak and their products.

“The competitor's paper machines were very difficult to operate and every packer begged to have the Ranpak machines brought back.”

- Warehouse Manager

Protection is in our nature™

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