

ABC Medical

PROBLEM

An end-user had previously used bubble wrap to protect breakable items shipping to hospitals, and had unsuccessfully tried to reduce the breakage rate using various bubble wrap solutions for years. Hospital workers don't like bubble wrap because the tape is hard to remove. The consistent negative feedback towards the bubble wrap inspired the user to make a change.

“One of the pharmacy’s asked us specifically to wrap items in Geami paper product ...”

- Hospital E -



SHIPPING CONDITION

Products are being shipped from end-user operations to hospitals in totes (see picture above). Breakable items are wrapped in bubble wrap to prevent bumping into each other directly during transportation. Unlike shipping items in boxes, products are placed in totes loosely and are subject to significant shifting during transportation.

“To date we have had zero reported glass items broken that were wrapped in the Geami paper...”

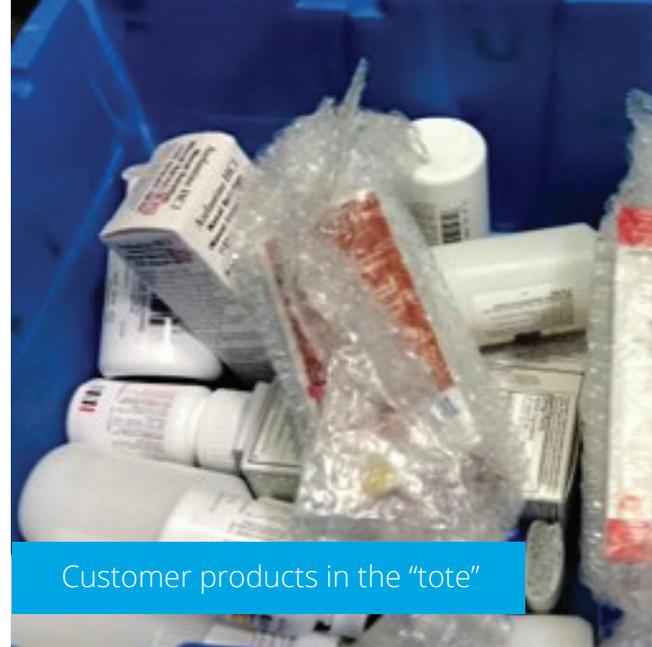
- Hospital A -

PROJECT GOALS AND OBJECTIVES

1. Reduce the cost with outbound damages by improving the material utilized for packing breakable items.
2. Reduce cost of the packaging materials used in the operation
3. Offer customers a recyclable packaging material at their hospitals to help reduce the carbon footprint.
4. Speed up the unwrapping process.

“We wish you would move quicker to get the bubble wrap out and the Geami in!”

- Hospital M -



Customer products in the “tote”



Stacked totes ready to be shipped

SIZE DOES MATTER!

One mixed skid of Geami paper (20 rolls of die cut and 10 rolls of interleaf tissue) does the same job as 27 bundles of 1/2" bubble wrap from the cushioning volume stand point. Imagine how much storage space you can save using Geami instead of letting bubble wrap take up all the space in the warehouse. See picture below.

In addition to the storage cost (about \$4 to \$7 per square foot if leasing a warehouse), also consider the shipping cost that bubble wrap would take when freight carriers use DIM weight in calculating shipping charges.

SOLUTION

The end-user tried several packaging companies offering various bubble wrap products, from different sizes and formats to adhesive or cohesive bubbles, yet the complaints from hospitals continued. Monthly damage rate of products using bubble wrap ranged from 1.5% to 2.35% between July and December 2016. Additionally, end-users observed that bubble wrap required up to 30 large reserve locations to store due to its bulkiness.

The end-user started using the Geami paper wrapping solution from Ranpak Corp. in 2017. Ranpak worked with the end-user and came up with a customized solution in early March 2017. A test run at end-user's facility showed that the damage rate has dropped to 1.36%. Ranpak conducted an on-site training with packers to ensure that correct techniques were being used. After several small modifications were made, the damage rate dropped further to around 0.7% by the time modification was completed in October 2017.



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