

Hazards in the Distribution Environment

ENSURE YOUR PACKAGE SURVIVES

Packaging has a critical role to play.

It must protect products from the many hazards in the distribution environment. The goal of the manufacturer is to have the package arrive undamaged so that it has the intended customer experience.





All packaging is not created equal.

Well-engineered packaging fulfills this role by protecting the product throughout the distribution environment without adding unnecessary cost or compromising on engineering, customer experience or functionality.

Product damage costs companies billions per year.

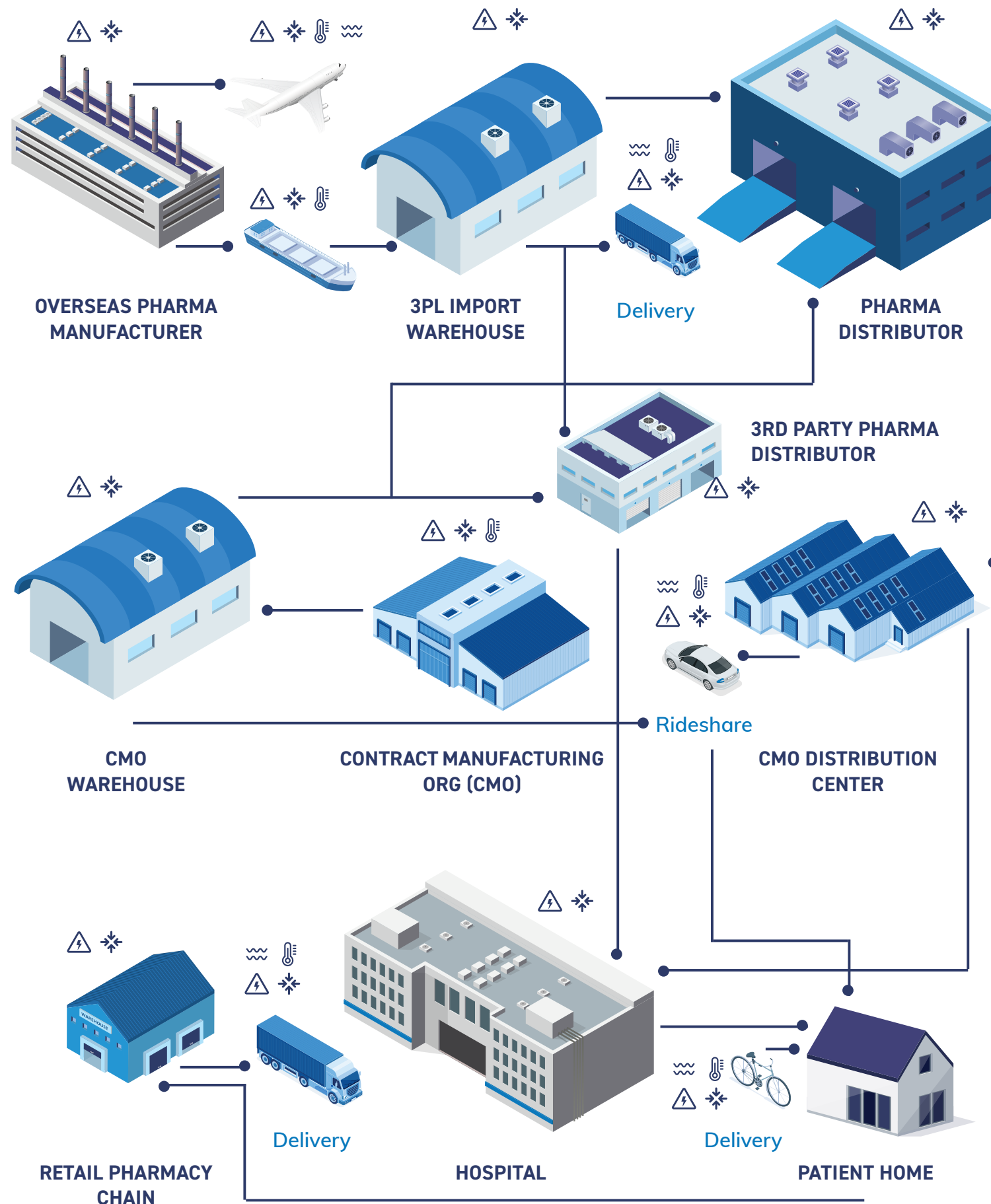
Designing a packaging system that successfully protects the product, while meeting increasingly present sustainability requirements for material reduction requires innovation, expertise and experience.

The 4 Categories of General Distribution Environment Hazards

-  Shock
-  Vibration
-  Compression
-  Atmospheric Conditions

SAMPLE SUPPLY CHAIN

In the sample supply chain below, note the number of times the package is exposed to these hazards.



About Adept Packaging

ENGINEERING EXCELLENCE

We are a global packaging consultancy.

Adept Packaging is your go-to source for any of your packaging engineering needs, with nearly 10 years of deep expertise mitigating quality issues, designing robust packaging for new product launches and consulting on distribution environment related packaging issues.

We provide quality-centric services.

We help organizations sharpen their packaging competitive edge. We offer packaging development, consulting and staffing services to drive innovation, cost optimization and strategy development as well as serialization and traceability services for clients in the food, beverage, CPG and life sciences industries.

Extensive capability and experience.

We assist clients with the establishment of standards and test protocols, management of new product launches, line trial execution and solving quality issues. For more information on how to ensure your package is ready for distribution, contact us.

Contact us for an evaluation of your packaging to ensure future distribution qualification success.

4 STEPS TO REDUCE DAMAGE

- **Understand the Situation**
Assess the distribution environment, vulnerabilities and packaging specifications.
- **Diagnose the Problem**
Determine the area and cause of any weakness in the packaging design
- **Engineer the Solution**
Optimize packaging to survive the hazards in the distribution environment
- **Test the Solution**
Select a testing method established by a testing organization to ensure optimum performance

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