

Hazards in the Distribution Environment

Ensure Your Package Survives



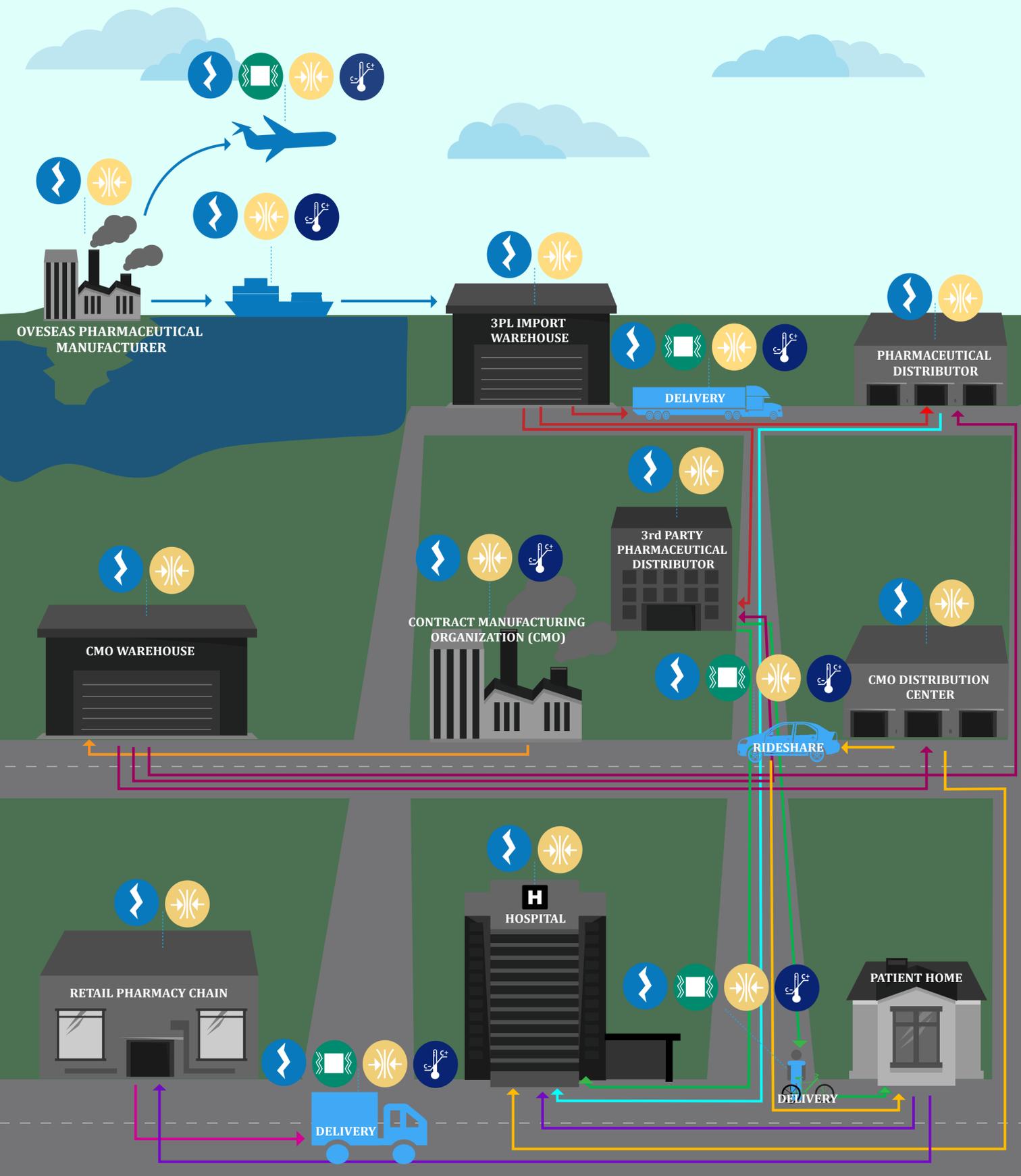
Packaging has a critical role to play in protecting products from the many hazards in the distribution environment. The goal of the manufacturer is to have the package arrive undamaged so that it has the intended customer experience. All packaging is not created equal. Well-engineered packaging fulfills this role by protecting the product throughout the distribution environment without adding unnecessary cost or compromising on engineering, customer experience or functionality.

The four categories of hazards that packaging experiences in any general distribution environment are shock, vibration, compression and atmospheric conditions.

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

KEY

- SHOCK
- VIBRATION
- COMPRESSION
- ATMOSPHERIC CONDITIONS



4 Steps to Reduce Damage



1

Understand the situation

Assess the distribution environment, vulnerabilities and packaging specifications

2

Diagnose the problem

Determine the area and cause of any weakness in the packaging design

3

Engineer the solution

Optimize packaging to survive the hazards in the distribution environment

4

Test the Solution

Select a testing method established by a testing organization to ensure optimum performance

Product damage costs companies billions of dollars 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. Adept Packaging has deep expertise mitigating quality issues, designing robust packaging for new product launches and consulting on distribution environment related packaging issues.

Contact Adept Packaging to set up an evaluation of your current or future packaging to ensure distribution qualification success.



Schedule a Consultation

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About Adept Packaging

Adept Packaging is a global packaging consultancy that provides quality-centric services to help organizations sharpen their packaging competitive edge. With nearly 10 years of experience, 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.

With the capability and experience to assist clients with the establishment of standards and test protocols, management of new product launches, line trial execution and solving quality issues, Adept Packaging is the go to source for any of your packaging engineering needs. For more information on how to ensure your package is ready for distribution, contact us to schedule a consultation.