



**12% Reduction**  
of material consumption



**15% More Cases/Pallet**  
resulting in more available  
production floor space



**\$45k Cost Savings**  
resulting from material  
reduction



**\$7,629 Freight Savings**  
due to pallet optimization

## PACKAGE DESIGN

### Display Tray Structure

### Client Needs

A popular food manufacturer wanted to resize the distribution tray structures based on the new primary sleeves for 4 items. The client was also looking for ways to cut down material costs and improve sustainability on the current design.

### Steps Taken by the Adept Team

- Reviewed the primary packs of the 4 items
- Redesigned the trays based on dimensions of primary pack with the intention of minimal void space in the tray
- The new cases met compression values and were good to withstand distribution
- Reduce total material consumption on all 4 SKUs by 12% (5,071lbs)
- The resizing of the tray resulted in material cost savings of \$45k for all 4 SKUs
- With the improved tray design, we were able to fit 15% more cases/pallet. This resulted in needing 69 less pallet positions in the distribution centers = 69 pallet positions saved
- Total freight savings for all SKUs = \$7,629



Contact us for assistance with your packaging needs  
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