Packaging Trends & Applications

Laminations® Great Northern Corporation

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PF PalletTop® Works for Woodworkers

Solution streamlines shipping process and saves 15 percent in labor

Wind Mill Woodworking, which manufactures quality slatwall products in Sheboygan Falls, Wis., wanted to cut its shipping costs.

"We were spending quite a bit of time packaging our products," said Tim Keenan, materials manager for the 60-employee company. "We needed to find some quicker means that didn't involve automation, which didn't make much sense given the size of our company."

Laminations has been part of Wind Mill's shipping process for the past five years, supplying it with VBoard® edge protectors for its palletized loads. Wind Mill employees use VBoard in a standard product application on the vertical edges of loads. Until recently, they also were cutting four pieces of VBoard for use on the top of loads, holding the pieces together with tape until the loads were stretch-wrapped and banded.

The top-of-load process worked but it was not efficient in terms of material and time. The solution was found in another Laminations product – PF PalletTop.

Tim Keenan, materials manager for Wind Mill Woodworking, and Diane Krostag, vice president of Bell Tape, are pleased with the shipping solution provided by Laminations.

PF PalletTop provides superior stability and protection for Wind Mill Woodworking's palletized loads of slatwall.

Made by riveting together two pieces of notched VBoard, patented PF PalletTop unfolds easily to form a sturdy square or rectangular shape that fits standard or custom-sized tops, sides, or bottoms of palletized loads. It also holds the vertical VBoards firmly in place for ease in unitizing, stretch-wrapping and banding loads.

"Pam Schroeder [Laminations account manager] was the one who proposed PF PalletTop as the solution," said Diane Krostag, vice president of Bell Tape, which distributes Laminations products to Wind Mill. But Schroeder said the solution was a team effort that began with Bell Tape.

"Laminations is fortunate to have a distributor like Bell Tape supplying Wind Mill," said Schroeder. "The distributor's salesperson is always willing to involve Laminations on a factory call."

> *"We have actually reduced our packaging time, increased our production and saved money."*
>
> *–Tim Keenan, Materials Manager, Wind Mill Woodworking*

(story continued inside)

LEADERSHIP LETTER

Engineering Packaging Solutions

Saving money for our customers is one of the most rewarding parts of our job. That's why we are structured to do exactly that.

When a customer has a packaging problem or a cost-savings goal they want to achieve, we begin with the end in mind—developing a packaging solution that is engineered to deliver the precise benefits our customers seek. We don't just sell edge protectors. We sell protection solutions that solve problems and save money.

Our collaborative efforts result in measurable cost savings that improve our customers' businesses. For example, as you read in this issue, our patented PF PalletTop product helped Wind Mill Woodworking save time in their packaging process, resulting in a 15 percent labor savings. Also, our innovative new ChannelLock product resulted in fewer returns and less damage during shipment of industrial windows for Quaker Windows & Doors.

We achieve these results through the best-trained staff in the industry. Our account managers and inside sales representatives are knowledgeable and experienced, and someone is always readily accessible to respond to your needs.

In addition to our sales staff, our recently appointed director of new business development, Rob Swannell, is a packaging engineer who has more than 20 years of industry experience. Rob works closely with our team members to engineer precise solutions. He also works with the design and testing lab staff and their extensive packaging resources at Great Northern, our parent company.

To help develop these solutions, we are in the process of hiring an additional full-time packaging engineer to work with our sales staff and customers. This is yet another indication of our commitment to providing whatever it takes to help customers with packaging solutions.

Whether you need to decrease product damage, increase stacking strength, automate assembly or simply reduce packaging, warehousing, or shipping costs, make our packaging experts your *first call.*

Sincerely,

Gary N. Hietpas
Vice President, Marketing & Sales

PF PalletTop® Works ...

(continued)

PF PalletTop has streamlined Wind Mill's shipping process. The pre-formed laminated paperboard pallet tops can be unfolded and applied to the loads with one motion. And the tops don't have to be held in place, a feature that makes them perfect for stretch wrapping operations.

Brian Mentink of Wind Mill Woodworking applies PF PalletTop to stabilize and protect a load of slatwall.

"We've seen a savings of about 15 percent in the labor time it takes to package these units for shipping," Keenan said. "That has more than offset the cost of the added materials. We have actually reduced our packaging time, increased our production and saved money."

PF PalletTop has a number of advantages over other methods of load stabilization and protection. The paperboard pallet tops are sturdy, but much lighter and less bulky than wood and therefore less costly to ship. They come in a variety of caliper and leg lengths, and can be custom-sized to fit non-standard load dimensions.

Keenan said his company has experienced additional marketing benefits by having Laminations imprint the PF PalletTop with the Wind Mill logo in two colors along with its slogan. Many of Wind Mill's customers reuse the Wind Mill-imprinted PF PalletTops on their own products. "We get a lot of additional branding exposure out of that," he said.

A Win-Win Solution for Windows

A family-owned, second-generation business since 1949, Quaker Windows & Doors takes pride in its reputation for quality products from manufacturing through delivery. The company uses its own fleet of trucks to ship its products all over the United States from its manufacturing facility and headquarters in Freeburg, Mo.

But even the best shipping controls weren't enough to completely eliminate the damage that over-the-road rigors used to inflict on Quaker's products, especially its metal-framed industrial windows. The challenge was to find a cost-effective way to eliminate product damage that sometimes occurred during shipping when the metal frames became bent or twisted.

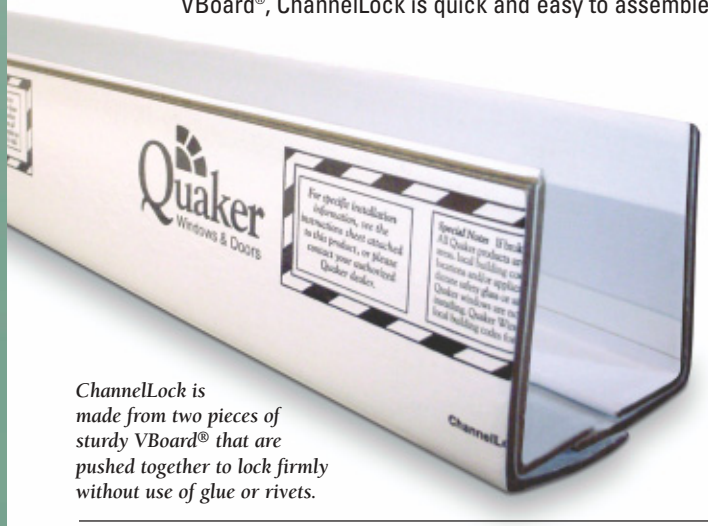
Fortunately, Doug Stansberry of Premier Paper and Packaging knew where to find a solution with a new product from Laminations. A distributor for Laminations and a long-time supplier to Quaker, Stansberry suggested ChannelLock™ as the way to secure, stabilize and protect the windows.

"I knew that ChannelLock was going to be the answer to Quaker's shipping challenges," Stansberry said.

ChannelLock is a relatively recent innovation by Laminations. The product represents a cost-saving, creative way to protect the edges of long, narrow products such as doors, windows and panels during shipping and storage.

"Now we use ChannelLock when we pair two windows together for shipping," said Curtis Weavers, a design engineer who's been with Quaker Windows & Doors for 23 years. "ChannelLock keeps the windows level during shipping and prevents any racking or twisting."

Made from two interlocking pieces of sturdy, laminated VBoard®, ChannelLock is quick and easy to assemble.



ChannelLock is made from two pieces of sturdy VBoard® that are pushed together to lock firmly without use of glue or rivets.

ChannelLock provides a cost-effective protection solution for the shipping challenges faced by Quaker Windows & Doors.

Two pieces of VBoard are placed together at one end and then pushed together for their full length. The result is a strong, snug, three-sided edge protector made without the use of glue or rivets. An adjustable feature allows each configuration to accommodate an additional 0.5 inch in width.

Outer legs can be printed with a company's logo or message to maximize marketing impact, a feature that Quaker is utilizing with a one-color imprint of its logo.

Because the pieces of VBoard nest together for shipping, ChannelLock can save up to 75 percent on shipping costs compared to pre-formed or pre-assembled edge protection products.

Weavers said the use of ChannelLock has resulted in fewer returns and less damage during shipment of Quaker's industrial windows. His company is so pleased with the results that it is investigating other uses.

"It's worked so well that we are looking at more applications on other products," Weavers said. "We're looking at using ChannelLock on our residential-type windows as well."

Quaker's experience with ChannelLock and Laminations is a case study in problem solving.

"Laminations is ideally suited for these types of packaging solutions," said Kirk Carr, Laminations account manager who works closely with Stansberry. "We're pleased we were able to help Quaker.

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IN YOUR OWN WORDS...

What our customers are saying about us:

"I have worked with Laminations for more than 10 years and can say that the sales team I work with is fantastic. I have worked with their competition, and it is nothing compared to the service I get from Laminations. The customer service team I work with always makes me feel important and they are always so friendly and responsive, which makes it fun."

–Shelly Risse, Customer Service Specialist, xpedx

Show Biz

We'll be in booth #E-8810 at Pack Expo International 2004, which will be held November 7-11, at McCormick Place, Chicago. Stop in and see how ChannelLock™, PF PalletTop®, Extruded VBoard®, FlexBoard® and other VBoard® products can reduce costs and add value to your packaging systems.

PACK EXPO® INTERNATIONAL 2004

This newsletter is produced by Laminations, part of Great Northern Corporation's Specialty Group. Laminations is an innovative leader in manufacturing laminated paper protective products for the shipping, packaging, and warehousing needs of industry.

Major products include the VBoard® family of laminated edge protectors and the FlatBoard® line of flat, foldable, and die-cut edge and surface protectors. All Laminations paperboard products are made from recycled fibers and are fully recyclable.

Laminations' facilities include: Laminations' "East" plant in Allentown, PA; "Central" in Appleton, WI; "Southeast" in Jacksonville, FL; "West" in Fontana, CA; and "Northwest" in Wilsonville, OR. We also maintain stocking hubs in Arlington, TX; Denver, CO; Hayward, CA; Salt Lake City, UT; and Tacoma, WA.

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