

P.O. Box 8033  
Appleton, WI 54912-8033

Change Service Requested

## PF PalletTop® Saves Tabletop During Shipping

*New use for established Laminations® product produces outstanding results*

Warehouse merchandisers rely on package delivery companies to get the products they sell to their customers, which means when the products leave their doors, they lose control of that phase of the customer experience – or do they?

One East Coast warehousing merchandiser found itself caught in that dilemma. Customers were consistently returning one of their products, a tabletop that was available in five different sizes, because of damage occurring during shipping. But instead of blaming the shipping companies, they decided to take back the control by finding a better packaging protection system. With the help of Stickel Packaging Supply and Laminations®, they have gained that control, and in the process has brought the damage rate from 33 percent to zero, using Laminations' PF PalletTop® packaging solution.

### Return to sender

Shipping 500 of the tabletops every month to customers across the country, approximately 170, or one-third, were getting returned with cracks, chips or the sides smashed in.

Not only was the relationship with their customers being negatively affected, but the financial losses were piling up. At a cost of \$250 per tabletop to replace, repick, repack and reship, the company was losing more than \$42,500 a month, or \$500,000 a year.

The problem was the corrugated boxes the tabletops were arriving in from the overseas manufacturer. Shipped to the U.S. as a palletized unit, they were sufficiently protected. However, once shipped individually to the end customer, the corrugated boxes were not strong enough to withstand the rigors of transport.

### A variety of remedies – the same result

While the cause of the problem was obvious, the solution was not. After several unsuccessful attempts to solve the problem, the company contacted Stickel Packaging Supply. Recognizing this was a situation perfect for a Laminations solution, Stickel's owner Chris Borriello turned to his Laminations account manager, John Gallop.

Gallop's first thought was to use NotchBoard®. NotchBoard is made from Laminations' VBoard®, but with the added feature of precise die-cut notches and scores that permit it to be hand-folded quickly into a 90-degree, one-piece edge guard and corner protector. However, due to the lengths of the tabletops, the NotchBoard did not provide the needed durability.

### PF PalletTop to the rescue

So Gallop thought outside the box, realizing that PF PalletTop might be just the solution. PF PalletTop is made up of two pieces of notched VBoard riveted together to form a sturdy square or rectangular shape. Traditionally used to fit the tops, sides or bottoms of palletized loads, Gallop's plan was to use it on each boxed tabletop. Making use of a standard PF PalletTop with a leg length of 2.5" x 2.5" and a medium-duty caliper of .160", he placed it around the top of the box, giving it the added protection it needed to absorb the impact of being dropped or hit.



John Gallop displays how PF PalletTop protects tabletops.

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THOM BROWN

held a similar position with Rollguard®, which is also part of Great Northern's Specialty Group. Brown also holds his pilot's license and worked for 20 years as a commercial airline pilot. He replaces Pam Schroeder who retired earlier this year after 31 years in the position.

**Mindee Meadows** is the Account Manager for the Northern California Region. Her background includes various sales and sales leadership roles within the food service and flexible packaging industries, and most recently was National Account Manager for Solo Cup Company.

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; UCrate® packaging containers for long, narrow products; 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:  
"East" plant in Allentown, PA;  
"Southeast" in Jacksonville, FL;  
"Central-Headquarters" in Appleton, WI;  
"Northwest" in Wilsonville, OR;  
"West" in Fontana, CA.

We also maintain stocking hubs in Dallas, TX; Denver, CO; Hayward, CA; Salt Lake City, UT; and Phoenix, AZ.

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## 2014 MUST DO, CAN'T FAILS

At the beginning of 2014, our Laminations leadership team established our "Must Do, Can't Fail" for the year. The concept is simple: these are the things we must do to achieve our goals and increase the value of our business. Now that we've hit the halfway mark for the year, I want to share these important goals and our progress:



**Achieve Sales Volume Plans.** Our solid year-over-year growth the past few years has enabled us to be very successful – leveraging our workforce, machines and facilities toward improved performance. This year our sales have continued to increase and we are anticipating a strong second half of the year.

**Achieve Planned Operating Improvements.** Last year we improved in every operating measure. This year's goals are even higher. We believe our machines, facilities and benefits are better than any of our competitors. We must utilize these investments and operate efficiently to outperform our competition. We are off to a strong start with operating improvements in every plant and expect that we will achieve our planned performance levels for 2014.

**Purchase Paper at Better Than Planned Rates.** Paper is our largest cost. While we've developed a supply chain of several mills and brokers, we have to make sure we continue to have the paper we need at the best price possible. While paper costs have fluctuated, we are securing additional sources and controlling costs as planned.

**Increase Value-added Sales.** Value-added products are products that require additional touches beyond standard VBoard®. While the extra work required on these products may seem time consuming or difficult, these products differentiate us in our market and improve company profit performance. At the six-month mark we're well ahead of last year's value-added sales.

Thank you supplier partners, distributor partners and the Laminations team for a solid start to 2014!

Sincerely,

Jeff Strenger  
President, Laminations

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The result has been a 100-percent fix of the problem, as no tabletops have been damaged since making the switch. To accommodate all five sizes of the tabletops, Laminations has custom constructed the PF PalletTop pieces to an exact fit.

Gallop says the PF PalletTop has also proven to be very easy to use. The warehouse operators take a piece, open it up so it takes shape, and simply place it on the box. They then strap four bands over the top – two lengthwise and two widthwise – and the package is ready to go out the door.

A final benefit that has resonated with the company is PF PalletTop's green construction. Manufactured from 100-percent recycled fiber, with about 80 percent coming from post-consumer waste and 20 percent from pre-consumer waste, it's a great choice for companies concerned about sustainability. The construction also makes it very light, so it doesn't add to shipping costs. And its hinged construction enables it to fold for efficient storage, taking up very little warehouse space.

## Personnel Announcements

Laminations® has hired three new members to its team.

**Aaron Sass** has joined Laminations as Strategic Accounts Manager, a newly created position. Based in the corporate office, he is responsible for helping develop an overall sales/business plan; developing, growing and managing regional and national strategic account partners; and working with the regional account managers to develop new opportunities with existing customers. Sass brings more than 15 years of experiences in sales, sales management and operational roles, all with Appvion.



AARON SASS

**Thom Brown** is bringing his knowledge of Great Northern Corporation and expertise in sales to the position of Account Manager for the North Central States. Brown is responsible for managing and driving Laminations' sales in Wisconsin, Minnesota, Michigan's Upper Peninsula, North Dakota, South Dakota and Nebraska. He previously

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## Less Is More When It Comes to Edge Protection

Get the best performance from your edge protection while cutting costs

An optimized length of edge protection, which actually ends short of being flush with the top of a palletized load, not only can save a company money, but will also increase the strength of the entire load.

And Laminations engineer Corey Nugent can help you determine what length is best for your needs.

Nugent was one of the speakers at the ISTA 2014 TransPack Forum this spring in Orlando, where he spoke on the topic. In his presentation, titled "Doing More with Less – Sizing Your Edge Protection Accurately," Nugent showed that by accurately sizing edge protection to the unit load, you can increase the maximum stacking strength of the entire load, or you can use less edge protection and not affect its performance.

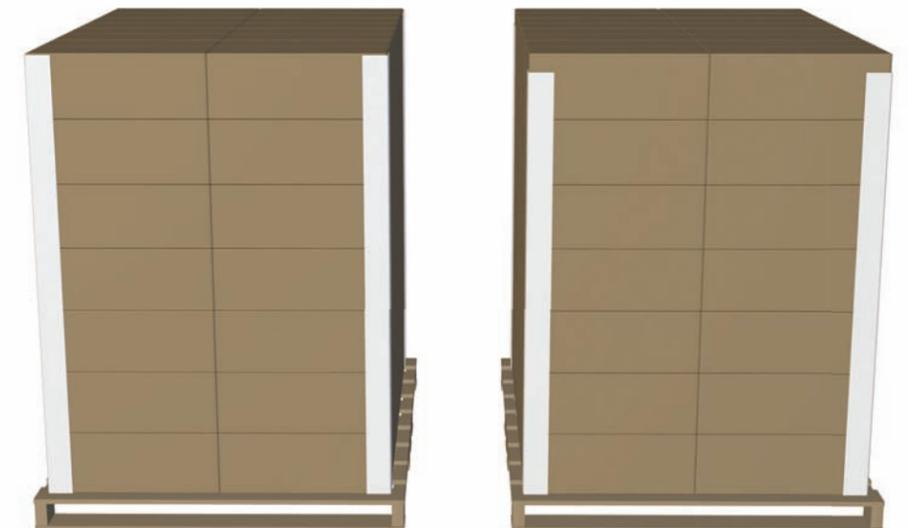


Corey Nugent presents at ISTA 2014.

Nugent says this is possible because both products deflect at different rates. By accurately sizing the edge protection, both the edge protection and the boxes work together to dramatically increase the stacking strength of the entire load.

"Making this small change can increase the performance of the unitized load without adding any material or cost. Or, with the increased performance, there is an opportunity for cost savings by reducing the packaging material," he said.

To validate the proper length of your edge protection on your packaging, contact your Laminations account manager or call the Laminations corporate office at 800-925-2626.



The load on the right with shortened edge protection is stronger than the pallet on the left because it allows both the boxes and edge protection to work together.