

Case Study: RS Industrial, Inc. Increases Gift Retailer's Productivity and Shelf Appeal with Custom Product

Challenge: Gift retailer sought an adhesive to hold components in place for gourmet gift box and basket assembly. It was previously using clear tape to hold the products in place, resulting in decreased productivity of its packaging line. The customer switched to a pressure sensitive adhesive, but the first product did not meet their expectations.

"We used the thick round adhesive dots for a while, and we had lots of issues with those," said the retailer's packaging engineer. "They would start to lose their tack, and stuff started falling out of place." –Published in Packaging Digest

The high-volume operation needed an adhesive to not only hold items in place, but also meet the following additional application requirements:

- Assembly speed < 5 seconds
- Custom sizes for product selection
- Strong, durable hold
- Clean removability
- Withstand heat of shrink tunnel
- Aesthetically pleasing



Solution: RS Industrial met all requirements by designing two custom Adhesive Squares™ products—one more permanent, and the other easily removable. Various shapes were also developed to accommodate unique products, such as a wine bottle. All Adhesive Squares™ have a uniform thickness that provides a strong, durable hold that can withstand heat, yet allow for clean removability. Unlike tape, Adhesive Squares™ offer excellent shelf appeal as they deliver an invisible bond that does not diminish the appearance of the product. Simple hand application with Adhesive Squares™ enabled the gift retailer to set a four-second motion goal for all of its packaging processes.

In conclusion, Adhesive Squares™ provided an all-in-one solution that was successful in meeting a series of application requirements. The customer received several benefits, including increased productivity and product protection, decreased costs and maximum shelf appeal.

RS Industrial, Inc.

1060 Parkway Industrial Park Drive, Buford, GA 30518
(770) 844-1748 Phone (770) 844-0576 Fax www.rsindustrial.com