

Case Study: RS Industrial, Inc. Provides One-Product Approach for Hard-to-Bond Packaging

Challenge: A leading southeast poultry processor exporting packages overseas faced case failures with its wax coated board stock. The adhesive applied was unable to penetrate through the wax of the board. This resulted in a superficial bond that suddenly caused cases to pop open upon cooling. Shipping compromised packages can lead to serious consequences, such as rejection of entire shipments, costing a company thousands of dollars. This customer was able to avoid these costs by reaching out to RS Industrial for a solution to ensure secure packaging of its poultry products.



The initial adhesive was unable to penetrate through the wax corrugated. This resulted in a superficial bond, causing pop-opens upon cooling.



The newly implemented adhesive was able to penetrate through the wax to reach the corrugate and form a 100%, full fiber-tearing bond for maximum adhesion.

Solution: RS Industrial's technical service team worked closely with the customer on all levels to find a solution, from initiating a product trial with the production manager to meeting with the purchasing agent, plant manager and quality control manager. A specialty hot melt was recommended to seal the wax coated boxes. The proposed product was trialled with the customer, allowing them to see its performance firsthand. The long open time and hot tack of the adhesive enabled it to penetrate through the wax, reaching the corrugate underneath and then solidifying into a full fiber-tearing bond at both warm and cold temperatures.

The implementation of this hot melt allowed the customer to obtain maximum adhesion for its packaging, resulting in increased productivity and decreased costs.

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