



CUSTOMER SUCCESS STORY – 3RD PARTY LOGISTICS

IPG HELPS IMPROVE EFFICIENCY AND SECURITY
WITH WATER-ACTIVATED TAPE EQUIPMENT

Customer Overview

A global leader in plastic building blocks partnered with a leading third-party logistics provider (3PL) to transition from plastic-based to paper-based carton sealing tape, aiming to meet sustainability and automation goals.

The Challenge

The end-user had been using competitive plastic film-based carton sealing tape with pressure-sensitive carton closure tape case sealers. Their key concern was whether water-activated tape (WAT) case sealers would work for their packaging needs, as previous attempts to switch to WAT faced hurdles regarding automation.

Proposed Solutions

The IPG team introduced both the Better Packages Uniform Semi-Automatic WAT Case Sealer (BP Auto H2O) and Better Packages Electric Tabletop WAT Dispenser (BP555eSA) systems to demonstrate how IPG's automated WAT application could address their concerns. The BP555eSA helped streamline top taping of boxes, offering a faster alternative to their previous manual process.

Results

The end-user was satisfied with the extended trial of both units and decided to transition to IPG's WAT solution. The switch offers superior adhesion, tamper-evident sealing, and enhanced package security, helping the company align with its sustainability goals.

Conclusion

IPG's sales team, in collaboration with product management, supplied the end-user with 20 BP Auto H2O sealers and 155 BP555eSA units. They also offered volume discounts on both types of equipment, as well as a reduced-price service program. The annual tape spend is valued at \$175,000, with an equipment spend of \$600,000, and estimated annual service costs of \$10,000-\$20,000.