



CASE STUDY

LEADING RECREATIONAL RETAILER
IMPROVES PACKAGING EFFICIENCY AND
SECURITY WITH ET XTREME® TAPE HEAD.



Customer Overview

A leading recreational equipment retailer encountered problems with how their automated case sealer applied tape to cartons.



**Maximum
adhesion**



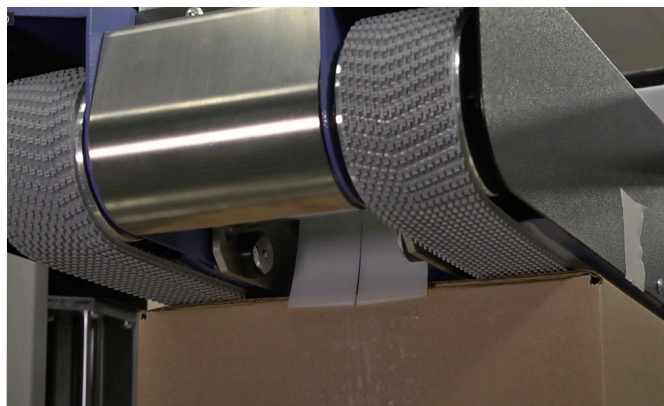
**Reducing
breakage**

The Challenge

The retailer found that their tape sealing capabilities were consistently underperforming, causing inefficient sealing and frequent issues with crushed or mishandled boxes. This resulted in a high failure rate in their warehouses, significantly impacting operational efficiency and packaging quality.

Proposed Solutions

To resolve the retailer's issues, the IPG team proposed the ET Xtreme (ETX) Tape Head to be added to their existing machines alongside IPG's 1.9 mil Medium Grade Hot Melt Carton Sealing Tape (7100). The ETX Tape Head offers superior performance by providing maximum adhesion without physically touching the case, effectively reducing breakage and minimizing case damage issues. IPG's 7100 hot melt tape boasts exceptional adhesion, holding force, and tensile strength. This solution delivers enhanced sealing security, durability, and reliability, resulting in improved operational efficiency and reduced failure rates in case sealing processes.

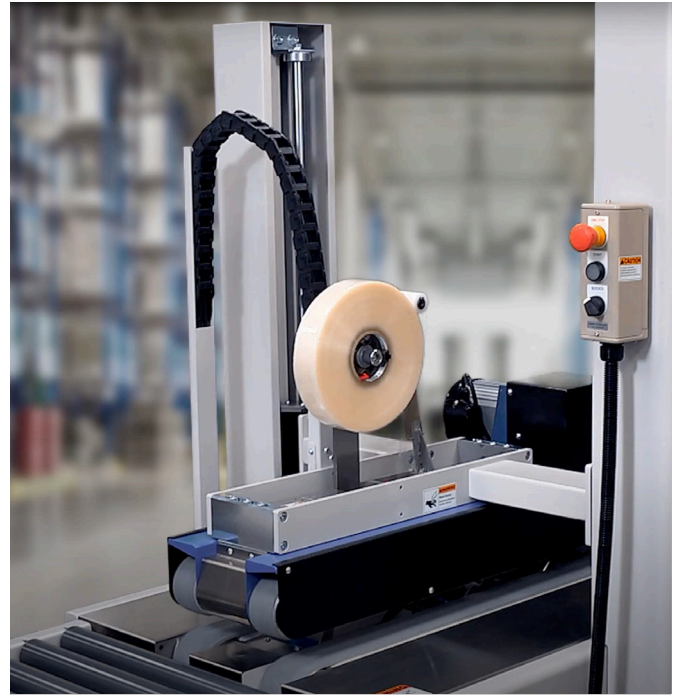


Results

The IPG team conducted extensive testing of IPG's 7100 hot melt carton sealing tape as well as the ETX Tape Heads, and achieved exceptional results for the end user. The retailer, who had previously struggled with frequent "failed-to-cut" tape issues, was impressed with the solution put forth by IPG. This pairing eliminated the cutting failures entirely, providing a significant improvement in reliability and operational efficiency, exceeding the retailer's expectations and solving the persistent problem in their packaging process.

100% ***Eliminated
tape failures***

 ***Increased
operational
efficiencies***



*“We have not experienced
any failed-to-cut tape with
the ETX tape head.”*

Conclusion

As a result of the successful testing conducted by the IPG team, the business was secured for the retailer's Northwest location. Additionally, the positive outcomes led to approval for expansion into multiple locations nationwide, positioning IPG for further growth and a long-term partnership with the client.