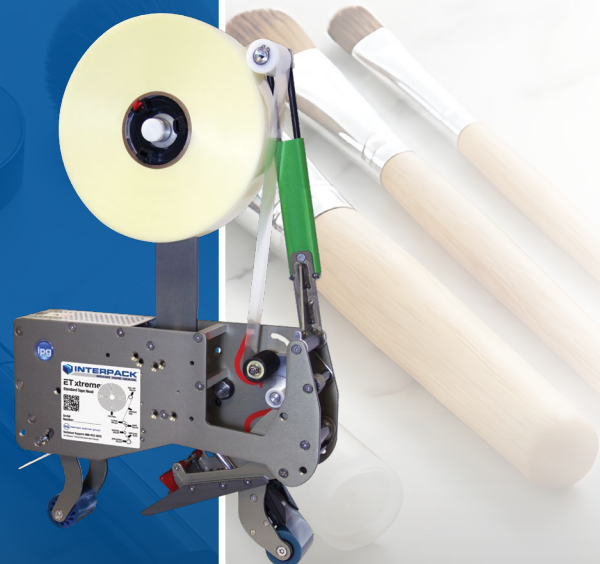




CASE STUDY

BEAUTY RETAILER IMPROVES FULFILLMENT
EFFICIENCY WITH 107% STRONGER BOX
SEALING PERFORMANCE



Customer Overview

A leading beauty and cosmetics retailer was experiencing package integrity concerns due to carton seal failures within its distribution operations and sought a more reliable case sealing solution to improve performance and support efficient fulfillment processes.



Case sealing failures



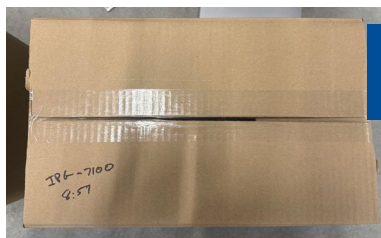
Package integrity concerns

The Challenge

The customer experienced carton sealing failures caused by poor tape adhesion and inconsistent wipe-down performance on corrugated cases. Weak bonds increased the risk of package integrity issues during handling and shipment, creating the need for a more reliable sealing solution.

Proposed Solutions

IPG recommended implementing the [ET Xtreme® \(ETX\) Tape Head](#) in combination with [IPG's 7100](#) and [6100 carton sealing tapes](#) to enhance sealing quality and optimize tape application performance. A controlled trial was conducted using standard corrugated shipping cartons, with adhesion testing performed to evaluate sealing effectiveness and compare the proposed solution against the customer's existing packaging process. The objective was to strengthen corrugate bonding, optimize wipedown performance, all while delivering a more efficient fulfillment process.



IPG 7100

1.9 Mil Medium Grade
Hot Melt Carton Seal-
ing Tape



Competitor

1.8 Mil Utility Hot Melt
Carton Sealing Tape

Results

The IPG solution delivered significant improvements in both adhesion performance and overall seal quality. The 7100 carton sealing tape achieved 18.15 lbs. of adhesion force, while the 6100 carton sealing tape achieved 13.59 lbs. Compared to the customer's previous process, the 7100 solution delivered a 107.43% increase in bond strength, while the 6100 solution achieved a 55.31% improvement. The ETX Tape Head consistently provided superior wipe-down force, clean tape cuts, and proper tape leg application, helping reduce carton seal failures, minimize the potential for rework and damaged shipments, and improve overall operational efficiency.



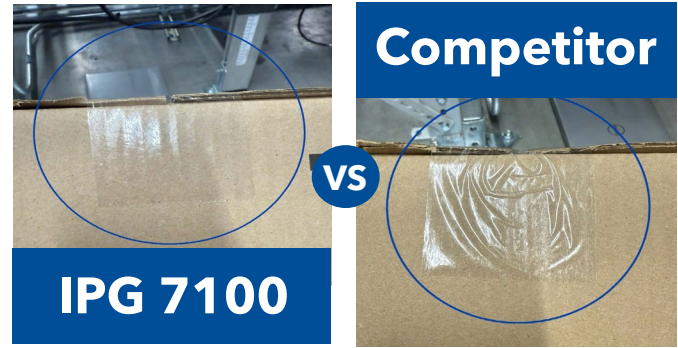
**107.43% increase
in bond strength**



**Increased
operational
efficiencies**



**Consistent case
sealing**



Conclusion

Following the successful trial, the customer implemented the ETX Tape Head and 7100 carton sealing tape at one distribution facility. After more than a year of successful operation and measurable performance gains, the solution was expanded to additional locations. By improving seal reliability and package integrity, the customer reduced the operational costs associated with carton failures, repacking, and shipment exceptions while standardizing a more efficient carton closure process across multiple facilities.

