



CASE STUDY

IPG'S 7100 TAPE AND ETX TAPE HEADS—UPGRADING RETAIL-READY PACKAGING WITH CONFIDENCE.



Customer Overview

A leading consumer goods manufacturer supplying retail-ready packaging to major big box retailers sought improvements in case sealing performance, appearance, and compliance to meet stringent retail and automated warehouse standards.



Pilferage prevention



Consistent seal integrity

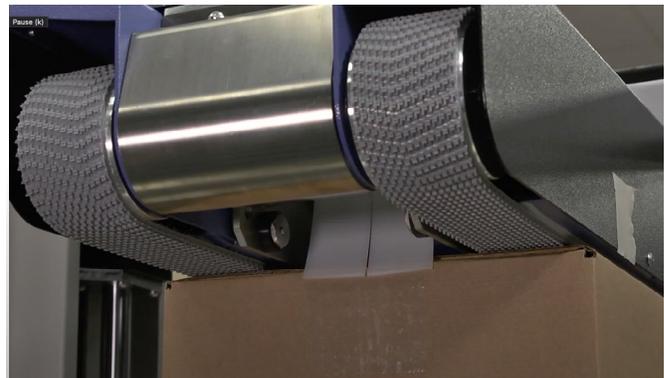
The Challenge

Glue-sealed cases were failing during transit and on retail shelves, creating pilferage risk, poor shelf appearance, and exposure to retailer fines from automated systems that detected improperly sealed boxes.

Proposed Solutions

IPG partnered directly with the manufacturer to convert top seals from glue to tape on key retail-ready case formats. The implementation of [IPG's 7100 1.9 mil carton sealing tape](#) in combination with [IPG's ET Xtreme® tape heads](#) ensured consistent, secure seals that met the retailers requirements.

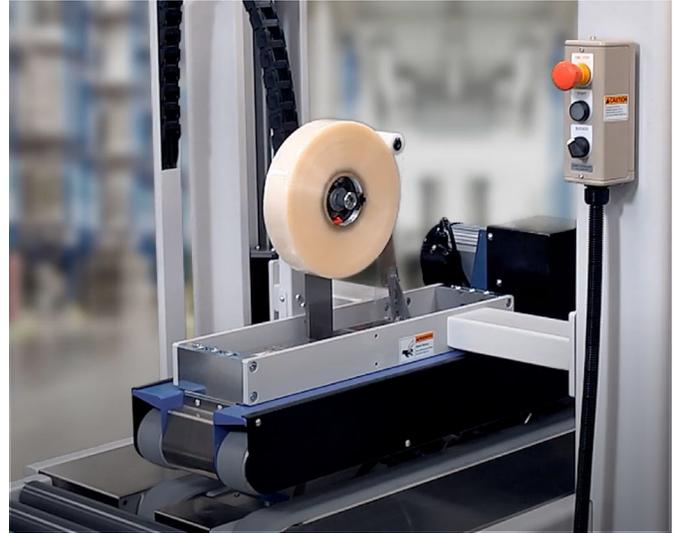
Case designs were optimized, including converting from a 1" gap to a 2.5" gap using 4" machine-applied tape with an IPG tape head to reduce in-store pilferage issues. IPG also supported standardization of automatic case sealers built with ET Xtreme tape heads and provided quarterly preventive maintenance to ensure long-term performance and reliability.



Results

The tape conversion eliminated top-seal failures associated with glue, keeping cases securely sealed through distribution and on retail shelves. Improved appearance enhanced merchandising, while reliable sealing reduced pilferage and exposure to retailer fines.

Operational consistency improved through standardized equipment, reduced downtime, and proactive tape head maintenance. Following initial success, additional product lines progressed toward glue-to-tape conversion.



Retail ready protection



Proven reliability



Secure top seals



7100 Carton Sealing Tape



ET Xtreme Tape Head

“By converting to IPG’s tape and ETX tape head solution, we achieved stronger seals, better shelf appearance, and the confidence that our retail-ready packaging meets today’s compliance standards.”

Conclusion

This project demonstrated how IPG’s tape, equipment, and service capabilities can transform retail-ready packaging performance for consumer goods manufacturers supplying big box stores. As a result of this success, IPG has received additional opportunities to evaluate similar glue-to-tape conversions across other product lines and facilities, expanding the impact well beyond the original implementation.