



STARTUP TO ENTERPRISE:

CHOOSING THE RIGHT PACKAGING SOLUTIONS

START E-BOOK



While quality and price remain primary drivers of purchase decisions in the U.S., new McKinsey findings reveal that 38% of buyers also [care about product packaging](#). As consumers’ focus on packaging grows, businesses face increasing pressure to design packaging that not only protects and showcases their products but also reflects evolving consumer values.

This shift creates new challenges as companies expand. Packaging solutions that work well for a small startup shipping just a few packages daily often fall short when volumes reach the thousands.

That’s why choosing the right **sealing solutions** becomes essential for scaling businesses. The ideal equipment supports efficiency and quality, without compromise.

IPG is a trusted leader offering a full range of packaging solutions tailored to every stage of business growth. Let’s explore how their reliable products can help meet your evolving packaging needs.



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UNDERSTANDING YOUR PACKAGING NEEDS

Packaging needs differ greatly between startups and large companies. Startups need **flexibility and low costs**. They typically use manual sealing techniques to handle variable product sizes and shipments.

For these businesses, sealing equipment with a low upfront investment and reliable, moderate-volume performance is ideal.

As a business grows, new challenges emerge. Moving from manual to semi-automated processes helps handle increased volumes. Scaling companies need sealing technology that is fast but can also adapt as their product lines expand.

Speed must increase, but flexibility should remain.

Large enterprises require fast, robust sealing technology. They process thousands of packages every day, demanding reliability and seamless integration with [automated packaging lines](#). For these enterprises, efficiency outweighs flexibility -- top priorities include minimizing downtime and maximizing output.

When selecting packaging sealer options at any scale, several factors matter:



Speed: Determines how many packages you can seal per hour.



Flexibility: Allows equipment to handle changing product mixes



Security: Protects packages during shipping



Sustainability: Supports environmental goals with efficient sealing techniques and eco-friendly choices

By thinking about these factors, you ensure your sealing technology works for you now and is ready for the future. No matter your business size, these are the building blocks for smart packaging investments.



FEATURED SOLUTIONS FOR EVERY STAGE

Investing in sealing equipment goes beyond meeting today's needs. It's about adopting technology that adapts and grows alongside your business.

Many startups begin with manual tape dispensers and gradually upgrade to automated case sealers for faster, more reliable operations. Done right, your packaging line will help streamline workflows and cut costs, giving you a competitive advantage.

Choosing the right sealing equipment means matching technology to your business's current phase. The solutions below address the needs for startups, growing companies, and large enterprises seeking high-volume automation.

RSA 2625-TB RANDOM CASE SEALER

The [RSA 2625-TB](#) Random Case Sealer is a leading semi-automated sealing system. It is ideal for e-commerce companies handling high shipment volumes. This machine seals random-sized boxes quickly, making it perfect for businesses with varied size boxes.

Sensors automatically adjust to the case dimensions, ensuring proper sealing regardless of package size. With both top and bottom drive systems, every box gets **secure, professional sealing**. The upper and lower belt drives result in consistent tape application and helps prevent common failures. The machine is built for 24/7 operation, meaning it performs reliably under continuous use.



Key maintenance benefits include:

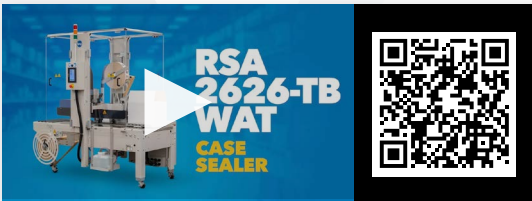
- Tool-free belt change design for quick maintenance and minimal downtime
- Quick-change parts and easy service access reduce workflow interruptions
- High throughput means you meet shipping deadlines, even on busy days

For fast-growing businesses that need reliable, automated performance, the RSA 2625-TB is a smart investment.

RSA 2626-TB WAT RANDOM CASE SEALER

The [RSA 2626-TB](#) High Speed Random Semi-Automatic Water-Activated Tape Case Sealer is a sustainable solution for your automated carton sealing needs.

With features such as adjustable belt speeds, double wipe-down sealing for maximum package security, large tape roll capacity, and easy operation, the RSA 2626-TB WAT helps streamline packaging operations in e-commerce, food processing, moving and storage, and other high-volume fulfillment environments.



Key benefits include:

- Processes cases up to 28 cases/min
- Foot switch to operate pass through mode when no taping is necessary
- Has a standard No Tape indicator with and optional Low Tape and Low Water indicators
- 2.5 gallon water tank can activate up to 5 tape rolls

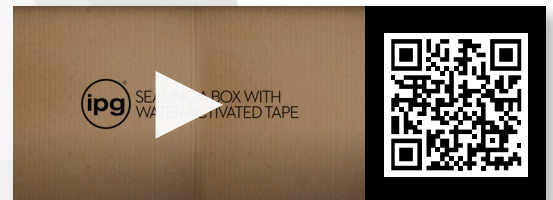


BETTER PACK® 555ES TAPE DISPENSER

The [BP555e Series](#) Tape Dispenser is ideal for manual packing stations requiring a secure and sustainable package. It applies water-activated tape which is ideal for e-commerce businesses shipping their products globally. The 555eS offers stronger packaging bonds than standard pressure-sensitive tape. This protects packages during transit and supports sustainability goals. One strip of tape on the top and bottom of the box is all that is needed, reducing material costs. Water-activated tape is eco-friendly and creates a tamper-evident seal limiting theft.

Operators can preset exact tape lengths for different package types, headlining flexibility. The result is a neat, professional package that **enhances your brand image**.

Better Packages has been in business for over 105 years manufacturing reliable and quality tabletop dispensers. These features make the Better Pack 555eS a top packaging sealer option for businesses focused on both security and presentation.



BETTER PACK® 333 PLUS MANUAL

The [BP 333 Plus](#) is a strong alternative to the 555eS. It is a manual tape dispenser, suited for those who need a dispenser when electricity is not close or for those businesses that seal less than 100 packages per day.

This dispenser is best for low-volume use or specialized packages that don't require programmable features. Its **simple operation and straightforward maintenance** make it a good fit for smaller teams with limited technical training.

When automation isn't necessary, the Better Pack 333 Plus is a safe and practical packaging sealer option.



IPG WATER-ACTIVATED TAPES

IPG offers a full range of [water-activated tapes](#), including reinforced and non-reinforced options. Businesses can choose tape based on their packaging needs -- strong, reinforced tape for heavy or valuable shipments, and cost-effective, non-reinforced tape for regular packages.

All options provide superior adhesion and tamper evidence.

Reinforced tape's fiberglass strands prevent tearing under stress, making it **the right choice for heavy-duty and industrial packaging**. Non-reinforced tape is an economical, effective solution for general uses.

By choosing the right tape, you tailor your business packaging solutions to your products and shipping needs.



IPG CASE FORMERS

Box-forming automation is the next level in efficient packaging. [IPG Case Formers](#) work together with sealing machines to create a seamless automated line. These form boxes from flat blanks, saving time and improving repeatability.

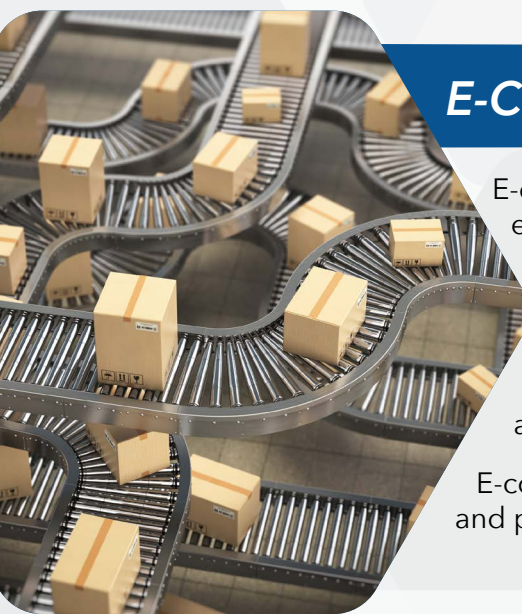
Case formers are operator free and cut down on manual work and boost consistency. They pair easily with sealing units, **reducing manual handling and mistakes**. This makes them the logical next step for companies scaling up their packaging operations.



INDUSTRY APPLICATIONS

Each industry faces unique packaging challenges. The best mix of automated and manual sealing equipment builds a system that can grow with your business. By focusing on efficiency and quality, you lay the foundation for sustained success.

Let's take a closer look at some common industry applications of sealing solutions:



E-COMMERCE AND FULFILLMENT

E-commerce operations need equipment that seals all shapes and sizes efficiently and quickly. A mix of automated sealers and manual hand dispensers gives the needed flexibility. This combination streamlines product catalogs and [optimizes order fulfillment](#).

Security from water-activated tape reduces pilferage, damage and customer complaints. Quick processing helps meet shipping deadlines, and consistent seals keep the brand looking sharp.

E-commerce businesses thrive with packaging that delivers on speed, flexibility, and presentation quality.



FOOD AND BEVERAGE

Sealing equipment used in food and beverage operations must meet strict hygiene and safety standards—especially when handling perishables. While stainless steel machinery is often preferred, it's important to note that it's not required unless the equipment is located in a wash-down area. This gives facilities more flexibility when choosing sealing solutions.



PHARMACEUTICALS AND MEDICAL SUPPLIES

Pharmaceutical packaging must be secure and meet strict regulations. Sealing equipment should create tamper-evident seals and be easy to validate.

Core compliance features include:

- Tamper-evident seals
- Validation-ready documentation
- Precise tape control
- Clean-room compatible designs

These features help protect product integrity and meet industry standards, making reliable sealing equipment essential.

MANUFACTURING AND DISTRIBUTION

Manufacturers and distributors require tough sealing options for intensive environments. Heavy-duty equipment ensures high volumes and continuous use don't cause interruptions.

Large-scale operations benefit from automation, which cuts labor needs and syncs well with existing lines. [Predictive maintenance](#) helps avoid unexpected shutdowns. In this sector, strong sealing technology reduces disruptions and supports constant output.



SUSTAINABILITY IN PACKAGING

Today, companies are putting greater focus on environmental responsibility. Efficient sealing techniques help by minimizing material waste and saving energy. Water-activated tape is more recyclable than plastic tape, fitting circular economy goals.

Modern sealing equipment is designed to save power, using advanced operation cycles that minimize energy use. This reduces environmental impact without sacrificing performance.

IPG develops recyclable tape and recyclable packaging. These green initiatives run through the entire product development process, supporting [sustainable practices](#) while keeping packaging effective.

Environmental highlights:



Recyclable tape cuts
landfill waste



Energy-saving machines
lower carbon emissions



Less waste in general
means a smaller
environmental footprint

Eco-friendly sealing solutions let businesses compete and act responsibly.



IPG'S BROADER GREEN INITIATIVES

At IPG, caring for the environment is part of everything we do. Our Sustainable Value Networks (SVNs) collaborate with product and operational teams to reduce environmental impact and support local communities.

IPG focuses on using renewable energy, with a goal to be 50% renewably powered by 2030. They reach this by improving processes and training employees.

We also ensure our products are safe by following the Cradle to Cradle Certified Material Health rules. This means they avoid harmful chemicals that can hurt people or the environment.



Embracing the circular economy, IPG designs products to be recyclable and incorporates recycled materials into manufacturing.

Water stewardship is another priority-manufacturing processes undergo audits to reduce environmental impact from water use. These efforts show IPG's strong commitment to creating greener packaging for a safer future.



C2C Certified® Product Standard



RESOURCES & SUPPORT



SERVICES AND PROGRAMS



Support and resources ensure your sealing investment succeeds. Instructional manuals, videos, and operator training make setup and daily use simple. They help [minimize downtime](#) from installation through maintenance.

Maintenance plans provide proactive help. They **prevent failures and lengthen equipment life**, often through expert guidance. Scheduled upkeep keeps everything running smoothly.

ROI calculators and case studies show how professional equipment pays for itself over time. These resources help make a strong business case for new sealing technology. They include real-world examples for businesses of all sizes.

Easy access to this support means you get maximum value from your sealing equipment and stay productive.

CHOOSE THE BEST SEALING SOLUTIONS FOR YOUR BUSINESS GROWTH

Selecting the right **sealing solutions** means considering both your present requirements and future growth. Whether you're a startup needing versatile manual systems or a large enterprise requiring advanced automated lines, professional sealing technology can enhance your packaging operations. It increases security, boosts efficiency, and elevates customer satisfaction.

At IPG, we're a global leader in delivering sustainable, innovative packaging solutions -- from pressure-sensitive tapes to protective films and packaging machinery -- driving industry-wide sustainability transformation. [Explore our extensive collection](#) to discover sealing solutions that fit your business goals and maximize your return.



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