CASE STUDY

Christmas Boxes Stack Up With Glue Dots®

DOT SHOT PRO®

Nothing says Christmas like cookies, and the right packaging is crucial for sales. When a consumer packaged goods company experienced packaging and branding problems with a cookie gift-box set, Glue Dots International's adhesive solutions quickly resolved the issue.

The Problem
Slippery Boxes Don't Stay Stacked

A gift-box set was being test-marketed for the Christmas holiday. Filled with Christmas cookies, the gift boxes were first stacked and then wrapped in clear cellophane. Because it was for Christmas, the stack was designed to look like a gift. "The boxed gift-set's aesthetic was critical for presentation on the store shelf," said the senior manager of packaging.

Each box in the stack had a high-gloss coating, causing it to easily slide. Once wrapped in the cellophane, the stack would shift and didn't maintain the integrity of the package design, turning it into a jumble of boxes. The company needed a way to secure the gift-stack, especially when in transit to retailers around the country.

The Solution
Two Glue Dots Bridge the Gap and Provide Stability

Using the Dot Shot® Pro hand-held applicator, employees applied two High Tack, Medium Profile Glue Dots to the top of the boxes. The High Tack adhesive easily adhered to the smooth, coated exterior of the boxes, while the Medium profile pattern bridged the gap between the slightly concave box tops and the bottom of the box above it.

With its easy-to-use design, the Dot Shot Pro allowed the workers to dispense the exact number of adhesives precisely where needed.

The Result
Cookie Boxes Stack Up

The adhesive results were impressive and the consumer packaged goods company saw the gift-box sets as an important market segment. "Two Glue Dots on the box tops gave the entire stack the integrity it needed to remain assembled from the plant to the store shelf," said the senior manager of packaging. "The Dot Shot Pro made applying the Glue Dots very efficient."

Key Takeaways

- High Tack, Medium Profile Glue Dots® stabilized the holiday stack

- The Dot Shot® Pro allowed employees to easily apply the specific amount of adhesives patterns to the right location

- Using Glue Dots' adhesives and applicators ensured that the gift-set maintained the correct presentation throughout the supply chain

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