

New Performance Packaging Answers Retail Pressures for Root-Lowell

Background

Root-Lowell manufactures Flomaster® and ProFlo® brand lawn and garden pressurized sprayers, the leading consumer brands of pressurized sprayers. Their products are sold in retail hardware, lawn & garden, and mass merchandise stores including leading retailers Wal-Mart, Home Depot, and K-Mart. Root-Lowell uses high quality, high-end graphics packaging to display and market their sprayers in-store.

Challenge

Relying on retail packaging graphics design and high quality graphics reproduction to display and market their sprayers in-store, Root-Lowell was using litho-laminate labeled packaging to achieve the desired results. Packaging strength and integrity must also stand up to the rigors of material handling and stacking in transport and warehousing. Root-Lowell was using B and C flute ECT 32 board grade for their boxes. Root-Lowell, like many manufacturers, is subject to increased pressure from major retailers on a host of issues ranging from lowering costs to compliance with new sustainability measures—most notably Wal Mart's 7r's (reduce, remove, reuse, recycle, renew, revenue, and read) packaging evaluation scorecard. Root-Lowell was challenged to produce high-end, more eco-friendly, more cost-efficient retail packaging.



Fast Facts

Company
Root-Lowell

Industry
Consumer Lawn & Garden Products

Products
Flomaster® and ProFlo® Sprayers

Packaging
Retail Corrugated Product Packaging

APC Technology
BHS High Speed Corrugator
G7 Direct Print Rotary Die Cutter

Solution
Lighter-weight, Performance Grade
Corrugated Board
Direct to Corrugated Retail
Graphics Printing

Results
Lower Corrugated Fiber Content
High-End Graphic Reproduction
15%-20% Packaging Cost Reductions

Solution

To lower costs, achieve comparable graphics and structural integrity, and enhance sustainability characteristics, Advance Packaging proposed switching Root-Lowell's packaging to high-end direct print-to-corrugated packaging on a lighter weight, 100% recycled micro-flute sheet with a bright white top sheet. Concerned with maintaining both graphic design and structural packaging integrity, Root-Lowell agreed to a trial run of direct print on a microflute substrate for limited product lines. Advance Packaging meticulously re-created Root-Lowell's complex package art, converting their files from litho to direct print, flexo-friendly files. Printing directly onto corrugated, Advance's Gopfert 7-color press and rotary die-cutter produces higher resolution graphics reproduction and highly accurate print-to-cut die-cut registration. Packaged spayers were then warehoused for six months to test the integrity and performance of the lighter-weight board. Mix stacks were tested with units of microflute packaged products on the bottom and top, sandwiching units of traditional board grade packaged products in the middle. Packaging was also monitored for performance under Root-Lowell's typical warehouse environmental conditions, such as temperature, humidity, etc.

Payback

The direct print graphics and color reproduction closely rivaled Root-Lowell's traditional litho label package. In warehousing and stacking tests, Root-Lowell reported that the lighter-weight sheets performed as well as the heavier board grade. Using 100% recycled paper, Root-Lowell's corrugated packaging supports their retail customers and consumers' "hot-button" sustainability objectives. The efficiencies of direct print and lighter-weight corrugated board have helped drive 15% - 20% out of Root-Lowell's packaging costs. As a result, Root Lowell converted 100% of their retail corrugated product packaging to Advance Packaging's direct-print performance packaging.



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