

VISCOUNT PLASTICS AND EDL FASTENERS ADVANCE HARDWARE PACKAGING IN NEW ZEALAND



***"Viscount Plastics is to be congratulated for its innovation and willingness to design packaging that is truly unique,"
EDL Fasteners Managing Director, Neville Wilson.***

Case Study Overview:

A supplier-client partnership between Viscount Plastics and EDL Fasteners has trumped the traditional round screw top PET jar for screws and small fasteners with rectangular 400ml 'flip lid' plastic packaging that is taking EDL Fasteners to the forefront of brand identity and consumer appeal in hardware stores.

The Challenge:

How do you differentiate the EDL Fasteners brand and create consumer impact among same-purpose 'me too' products in a highly competitive market? For EDL Fasteners Marketing Manager, Sandy Kingston, part of the solution was to rationalise to rectangular packaging. This also achieves cost benefits of a more freight and storage efficient shape. Viscount Plastics' off-the-shelf 10 litre Flip Lok rectangular container answered requirements for nuts and larger fasteners, but there was no immediate solution for screws and other small fasteners. The challenge was to develop a rectangular replacement for the traditional round PET jar. This was met and exceeded by Viscount Plastics.



CASE STUDY

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The Supplier-Client Partnership:

Working closely with Marketing Manager Sandy Kingston, the Viscount Plastics project team not only showed understanding and innovation, but also adherence to a 'fast track' time-line. Product concept drawings were approved in March 2009, a prototype presented a month later, agreements signed in June and in late September tooling was commissioned. Moulding a flip lid was new territory for Viscount, but even so, full scale production has gone without a hitch since early January 2010.

The Solution:

Key aspects of EDL Fasteners design brief was for the 400ml capacity to be translated to freight and shelf-efficient dimensions and for the lid to allow quick, easy and comfortable finger access. The rectangular shape has also allowed EDL Fasteners to implement highly visible colour coded labelling that at a glance, identifies the type of screw, its corrosion protection level and common use.

Product name: EZY Stor

Dimensions: Base: 100 H x 77W x 92L Lid: 16.5 H x 75 W x 89 L



Features:

- Self-hinge 'flip' type lid with tamper resistant and tamper evident strip; large opening for easy finger access; quick opening and positive closure; moulded clip to carry complimentary drill bit; ability to imprint customer name and logo.
- Light weight but strong construction.
- Convenient handle for carrying multiple packs.
- Fully recyclable.

Positive Impact:

EDL Fasteners reports a marked increase in sales of product presented at point-of-sale in the 400ml EZY Stor. Through its development of the EZY Stor container, Viscount Plastics further helped achieve an EDL Fasteners strategy of keeping packaging development and manufacture within New Zealand.

Freight cost efficiencies of the rectangular shape are further underpinned by a Returnable Transit Packaging (RTP) delivery between Viscount Plastics and EDL Fasteners. EZY Stor bases and lids are loaded into foldable bins, that when emptied, collapse to a fraction of their assembled height. Foldable bins not only reinforce cost benefits of Returnable Transit Packaging, but also reflect a worldwide trend away from one-way cardboard and single journey wooden pallets, both of which create landfill and atmospheric waste disposal issues. EDL Fasteners now use only the RTP foldable bins negating the need for both cardboard boxes and wooden pallets.

For a supplier-client partnership to achieve breakthrough packaging solutions in your market or industry sector, call Viscount Plastics. It could mean a change for the better. Economically and environmentally.

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