

Think **inside** the box.™

Graphics
Pack line analysis
Package design



InSite allows us and our customer partners to creatively think **inside** the box – investigating every point where our containers impact their processes to uncover greater efficiencies and tangible cost savings. From our customers' receiving docks to shipping and throughout the supply chain, InSite takes an innovative look at ways to make us both better. *Because we think inside the box, everyone wins!*

Customer need:

A box that would catch more eyes at retail.

InSite Response Team:

Account Services
Regional Design Center
Graphics Resource Center
Packaging Systems Group

Thinking inside the box:

Our customer needed a box with more eye appeal. The Response Team saw an opportunity to accomplish that goal – *and* provide them with significant cost savings.

The original 4-color, direct print box was fully die-cut and flat cut with two required passes and included tapered slots. The Design Group saw this as an opportunity to build a more colorful *and* efficient box. Specialists from the Graphics Resource Center were brought in to educate the customer's executives and plant personnel on the advantages of pre-print to overcome concerns about cost and up-front investment in several paper rolls. Their ability to present a strong case for pre-print eliminated the customer's concerns.

Before the first pre-print arrived, the Packaging Systems Group performed a review of their machinery to ensure no problems would arise with the pre-print containers. Through this analysis, it was determined that the extensive die cutting the customer had been performing was unnecessary. The box changed from its original design to a simple RSC and the die cutting was completely eliminated – saving them additional passes and cost.

Result:

By thinking inside the box, the Response Team was able to provide the customer with a more colorful and cost-effective container – and Temple-Inland was able to grow its business with them.

Temple-Inland