

Think **inside** the box.™



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:

Reduce costs for competitive reasons; develop an appealing, updated look for its pizza boxes

InSite Response Team:

Package design

Thinking inside the box:

Our customer needed a box that was more cost-effective than the 2-color, 20 percent coverage box they currently used. More importantly, the new container had to have an “updated” look and strong customer appeal in a very competitive market segment.

To give the package an entirely new look while cutting costs, it was recommended that the customer go to a kraft outer liner. Initial market testing confirmed this “natural” look was popular with a sampling of consumers. Taking cost savings and performance one step further, Temple-Inland's designers suggested kraft outer and inner liners; the new design would provide the customer with even more cost savings while eliminating the “stained” look pizza grease left on the white inner surface that they used before.

Two other steps completed the changeover to the new pizza packaging; the enclosed sauce cups were moved to reduce board and new customer-designed graphics were added to the finished box to further enhance eye appeal.

The new pizza box has proven popular with our customer – and with *their* customers. Extensive market research performed after the all-new box was released showed that customers responded even more positively to the new, cleaner design. Through these measures, the customer realized approximately 6 million dollars in cost reduction and, by designing a slightly smaller box, additional savings in freight were also achieved.

Result:

By thinking inside the box, the Response Team was able to provide the customer with a cost-effective pizza box that consumers love. As a result of this innovative approach, for two consecutive years Temple-Inland has been selected for that customer's “Quality Supplier of the Year” award.

Temple-Inland