

# A CASE STUDY IN THE BENEFITS OF AUTOMATED PACKAGING



## AUTOBAG® HELPS BRASS PLUMBING SUPPLIER REDUCE “RETURN” PROBLEM



A homeowner shops at the local retail hardware mega-store. He is in search of the right size brass fitting to install the ice maker on his new refrigerator. The homeowner is not sure of the size he will need, but fortunately he has brought along the adapter that the fitting will screw into. After two attempts, he finally finds the right fitting on the third try.

He leaves the store happy, knowing he has the proper parts for the job.

The hardware mega-store however is left with two packages that are not saleable. The packages have been ripped open and the packaging will no longer contain the parts. In the old days, the store would return these parts to the supplier for credit or rework. The cost of rework, freight and paper work was astronomical.

Anderson Barrows, a division of Watts located in Palmdale, CA, faced this problem. They could not blame the customer for wanting to insure that they had the right part, but by the same token, as their business grew, the returns were a major headache. Anderson Barrows had been packaging their brass fittings in an Autobag, and their management proposed putting the product into a reclosable zipper bag so that the customer could inspect the part. The parts that the customer tried and did not fit could be put back into the bag and the bag zipper closed. No more returns.

Anderson Barrows approached Automated Packaging about their thoughts of a reclosable zipper bag. As luck would have it, Automated was working on the development of the Autobag SPrint™ bagger that utilized reclosable zipper technology. Anderson Barrows rolled out a small test to the retailers and they loved the concept. Shortly, the new style packaging was rolled out to the entire customer base.

“Automated Packaging is number one in the industry, as far as I’m concerned. I haven’t found anyone who can compete service-wise, cost-wise, and quality-wise,” says Claudia Pearson, Senior Buyer. “Automated Packaging is top notch.”