

Case Study

Concrete Manufacturer Reduces Damages with a New Container Design

The Challenge

County Materials, a leading manufacturer of concrete and landscape products, wanted to reduce pack time and provide better protection for their products being shipped in the Midwest. The company's mission is to manufacture and distribute high-quality concrete products in a safe, reliable, and efficient manner. Their packaging was susceptible to water damage and lacked durability during transport. It also required workers to hand erect the top and bottom cartons, and then hand staple the wooden corner posts.

Goals:

- Reduce labor costs and time spent assembling containers
- Create a container that is strong enough to transport heavy materials
- Protect the container contents from weather conditions

The Rocket Solution

We did a series of tests with various materials, such as bubble liners, cotton liners, and paper pad liners, to determine the best packaging material for transportation. During testing, we simulated fish conditions by putting a temperature sensor in a water bottle.



Results

- Custom-printed, one-piece container
- Less manual labor
- Better protection from weather conditions

The new container offers more security, eliminating the need for replacement materials to be sent due to damages. Employees no longer need to put boxes together by hand and the one-piece container improves pack times for quicker shipping. The plastic container is custom-printed to enhance brand recognition for County Materials for their customers.