



# MEAT PROCESSING FACILITY

## ON-SITE ADHESION PERFORMANCE TESTING

### The Scenario

A meat processing facility in the Northwest was using a competitor's 2.0 mil acrylic pressure-sensitive carton sealing tape and was having issues with the tape lifting after cases were sealed.

They agreed to have the IPG team, along with a local distributor, evaluate their operations. The assessment concluded the meat processing facility had tape heads that were in bad shape, along with two competitive case sealing machines that needed to be replaced because they weren't compatible with the 4" cases the end-user wanted to run through them.

### Results/Benefits

- IPG received the order for the machines and now has a 60 pallet supply agreement in place! Worth \$300,000 in new business.
- Installed all machines and 30 tape heads and the customer is very satisfied with their decision to use IPG for all their tape needs

### IPG Added Program Benefits:

- Reduced Costs & Complexity
- Increased Output
- Cradle to Cradle Certified® Products
- In-Field Performance Testing
- Enhanced Service & Support

### The Situation

The IPG team visited the meat processing manufacturing site where the following took place:

- During the initial visit, the IPG team installed the ETX head and performed on-site adhesion testing on IPG's Cradle to Cradle Certified® 400 acrylic case closure tape. The on-site adhesion test consisted of testing both the competitor's 2.0 mil acrylic PSCST, which had 6 lbs. of force to failure, and IPG 400, which had 26 lbs. of force to failure - both on the ETX tape head. The test results were presented to purchasing, and the features/benefits of the ETX tape head were sent to maintenance.
- Following the site assessment, the IPG team found out the first competitive 2.0 mil acrylic tape was out of the picture, but now there was a new distributor offering a second competitive 2.0 mil acrylic PSCST and six free machines.
- IPG responded by offering IPG's Cradle to Cradle Certified® 191 acrylic to remain competitive in light of the new challenge. The meat processor ordered one pallet each of 400 and 191 for evaluation. In addition to the consumables, IPG offered two machines at 50% off and replacement of all tape heads with a supply agreement of 60 pallets of tape. IPG communicated to the end user that they were confident in their machines, tape heads, and technical support to ensure cases would be sealed to their customers' satisfaction.



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