

## Case Study

### ***Bridging The Gap To New Markets***

Bringing products to a new market presents unique challenges, especially in packaging.

A national cheese manufacturer was trying to capitalize on an opportunity by breaking into the club/warehouse markets with a new value pack.

Faced with short lead times the company turned to Glue Dots International's (GDI) experience to address their unique challenges.

### ***The Problem***

**How to use existing packaging formats to develop a new club/warehouse value pack.**

The manufacturer needed a new packaging solution that could be implemented quickly in order to meet the looming deadlines from their customer.

On such a tight deadline, the only viable option was to use existing polybag packaging to create a club store value pack; however, combining two established products into one singular branded unit brought about other challenges.

The new value pack created specifically for the club store consisted of a five-pound and a three-pound bag of shredded cheese, held together with a branded poly handle across the top.

The eight-pound combo pack of shredded cheese would become unstable and difficult to handle when lifted or pulled out of a refrigerated case. It was apparent that the new packaging needed to be stabilized.

### ***The Solution***

**Glue Dots Brand Adhesives hold strong and release cleanly.**

Having had success with polybag packaging in the past, GDI knew what type of adhesive and application method to use for the company's application.

GDI recommended a High Tack Glue Dots Brand Adhesive that was strong enough to bond the polybags together and stabilize the packaging. The High Tack adhesive also allowed for the two bags to be separated without damage by the customer.

Due to the customer's short time frame, an automated packaging solution was not viable. GDI recommended the handheld Dot Shot® Pro adhesive applicator for manual construction of the club packaging.

Engineered for repetitive use with an ergonomic and triggerless design, the Dot Shot® Pro applicator allowed employees to quickly apply two Glue Dots adhesive patterns between the polybags to adhere them together – creating a strong, secure bond that removed cleanly after purchase.

### ***The Result***

**Polybags stay together, new club package a success.**

By implementing 30 Dot Shot® Pro adhesive applicators across two facilities, the company quickly resolved the polybag stabilization issue for the new club value pack and met distribution deadlines set by the club store.

The national cheese manufacturer successfully capitalized on the club store opportunity and broke into a new market using a low-cost, easy-to-use adhesive solution designed by Glue Dots International.



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