

Sales Pitch for specialty finish corrugated packaging.

Customer insights to identify need

1. Module requirement
 - What type of attachments & system does the customer need?
Reinforcement hook board, plastic male/female clips, pet window, label, tape, Velcro, print, inspection, no. of folds required, type of gluing or anything more.
2. Sample Information
 - Get the [Die Line](#) information: In the packaging and printing industry, the term “die line” refers to a template needed to ensure the correct layout of a final physical package. This template serves as a diagram that marks all the folds and cut lines of a package in a flattened form.
3. Packaging volume:
 - What is production volume of each SKU?
Pack-Smart qualify leads having high manufacturing capacity.
4. Final assembly:
 - Whether the final POP assembly is being done manually?
 - if so, how many labor utilized and how much qty produced?
 - Or is there any applicator for assembly?
 - if so, which type of technology used for adding attachments or gluing or printing?
5. End-Customer:
 - Which market region does the customer supply? (Domestic or International)
 - What type of industry packaging is supplied? (Pharma, Cosmetics, Food & Beverages, Health Care, Industrial, etc.)
 - Who are the key accounts (important clients) of the customer? Tier 1 companies: Brand owners, Tier 2 companies: Service providers, Tier 3 companies: copacker or contract manufacturers of service providers.
6. Internal Manufacturing process:
 - Which process of manufacturing is being achieved at customer facility?
(Corrugator, Printing and Converting)
 - It consists of processes of transformation from a flat board to a finished product (mainly packaging)
 - Raw material: Kraft Paper (mostly used) or Paper made from wood & organic resin.
7. Estimated project timelines:
 - Final stage: Is the CAPEX approved?
 - Secondary stage: Decision taken to automate the packaging within a specific time.
 - Primary stage: Evaluation of systems to automate.

8. Competitor analysis:

- Which company's folder gluer?
- Which company's labeling, printing & vision inspection (only if required)?

Identify output speed, inaccuracies, and functional pain points

POP display process description

1. Components Involved:

- POP display consists of a Hatch, Shelves, and additional components such as reinforcement boards (for hook arrangement), male / female clips, Velcro, tapes, magnet, etc.

2. Making the final display ready:

- Hatch and Shelves are produced individually on folder gluers or converted manually after die cutting of corrugated blanks. Each individually produced shelf is being connected to the main frame / hatch panel.

3. Manufacturing stages from RM to final packaging:

- Stage 1: The Corrugator
A corrugator is a set of machines designed to bring together three, five or seven sheets of paper to form single, double, or triple wall board in a continuous process.
[Corrugated Boxes: How It's Made Step By Step Process | Georgia-Pacific](#)
- Stage 2: Printing
The flexographic print process is commonly used for printing on corrugated. In the recent years the digital direct print is entering the market offering new possibilities. Printing can be done « in-line » or « off-line ».
- Stage 3: Converting
Die-cutters > Litho-Lamination (If required) > Folder-gluers. This converting process can be done in-line or off-line.
For reference: Bobst <https://www.bobst.com/us/en/your-industry/industry/corrugated-board/>

4. Customer type:

- Company Type 1: having the capacity to corrugate, print and convert. Example: Green Bay packaging, Pratt industries, Westrock, Smurfit Kappa, Central Group, etc.
- Company Type 2: having the capacity to print and convert. These companies get the corrugated blanks or web rolls as their raw material for further processing. Example: Mitchel Lincoln, Hughes Decorr, Royal Containers, etc.
- Company Type 3: Copacker. Do the converting activity and act as a tier company to supply the final package. Example: Packmetrics is copacker for Hughes Decorr.

Pack Smart data significant to customer during initial stage of discussion

1. FG series value: A system which automates the 3-4 folding / gluing process with integrated modules to attach additional components.
2. FG series value: Will be an effective factor for customer to expand and generate business by offering products in bulk with low cost of production.
3. FG series is suitable to customers with high volume production for dedicated SKU's.
4. 1500mm is the maximum width accommodated on the machine. In similar ways Pack-Smart has range of modules starting from FG 300, 500, 800, 1100 & 1500 series.
5. The change over time for different packaging samples is 1 hr. Considering additional attachment in the system, then maximum time to adjust and change tooling is 2 hr.
6. Output capacity 1500 per hour. Can also produce up to 2000 per hr depending on the size and type of design.
7. Cost benefiting factor:
Manual operation: To produce 2000 final assembled POP display with 3 shelves require 3 weeks of work with 40 labors involved.
FG 1500 system: To produce 2000 final assembled POP with 3 shelves require only 3 days of work with 3 labors involved.
8. Pack-Smart customers for FG-Series:
FG-1500: Great Northern Co-corporation for POP Display, Location: Wisconsin, USA
FG-800: San Chiou for Folding Carton Setup Box with Corrugated Reinforcement, Location: Taiwan
FG-500: Incoco
9. Packaging example: Hartmann Egg packaging support.
Involvement in the design process to produce package which can be automated.

Reference data

Video Links:

- [FG-1500 Corrugated Specialty Folder Gluer | Clips Attachment | 4-Corner Folding | POP Display](#)
- [FG-1500 Hook Reinforcement Tipping for Corrugated POP Hatch](#)
- [Specialty Corrugated Finishing Machine | Female Clips Attachment | 4-Corner Folding and Gluing](#)
- [Specialty Folding Carton Setup Box Machine with Corrugated Reinforcement](#)
- [How to Produce POP Displays at Scale with Pack-Smart Solutions](#)

System Information

1. [FG-1500 Information sheet](#)
2. [Layout](#)