



## Better Packages Case Study: Coffeebreak Time, Inc.

Improved image, increased packaging productivity and decreased material waste by switching from poly tape and tape guns to a Better Pack 555eSA electronic paper tape dispenser

### Background

From its modest beginnings in 1993, Ephraim Klein's business, Coffeebreak Time, Inc. has grown and emerged as a leader within the industry. Today, Coffeebreak Time is a family of companies offering a wide range of goods from its core coffee products to teas, hot and cold drink mixes, snacks and ancillary supplies. Not only does Coffeebreak Time fulfill customers' requirements by offering a complete package of coffee-type goods, they also strive to offer the overall best value.

### The Challenge

Through the years, poly tapes and tape guns were what Coffeebreak Time used to seal their outgoing packages. This was not the best method for them for numerous reasons:

**Unreliable Seal:** "It was frustrating using poly tape because the tape did not stick well to our boxes; we had to apply multiple strips to try to overcompensate," says Mr. Klein. "Plus, it wasn't a reliable tape for us either since the seal didn't hold up under cold and humid conditions." Without a secure seal, packages could be opened, product could be stolen or even tampered with.

**Unprofessional Seal:** Mr. Klein felt an unprofessional, messy looking package seal could compromise Coffeebreak Time's image and reputation. Image is important to his business and he was not willing to have it tarnished.

**Lack of Efficiency:** As for the tape guns, they were cumbersome and slowing Coffeebreak Time's packaging productivity down. According to Mr. Klein, "The longevity of a tape gun is very short; we were throwing so many tape guns away each month!"

### The Solution

Mr. Klein recently decided to seek out a better type of tape dispenser and tape. He resolved to search the Internet for a new tape product instead of the "old-fashioned" poly tape. "When I searched the net, I found you guys!" says Klein. He was referred to Frank Beil, his Authorized Distributor in Long Island, NY.



According to Mr. Klein, “Frank has been wonderful to work with. He “held our hand” the whole step of the way providing us with a Better Pack 555eSA demo model and Better Seal Secure paper tape so we could make our evaluations. This is rare in today’s market. Reminds me of a time when people stood behind their guarantees.”

## **The Results**

During the demo period Coffeek Time found that the Better Packages tape dispenser and paper tape were the right fit for their needs. “The dispenser was easy to use and quick to load and release the desired length of tape.” says Ephraim Klein. “I decided to purchase the machine, none of my employees wanted to give it back!”

With the Better Pack dispenser, Mr. Klein’s company realizes quicker production time as well as less material waste since they now get the exact length needed for a secure carton seal. Increased productivity and less tape waste all translate into bottom line cost savings for them. To further strengthen their brand, they recently ordered pre-printed paper tape with the Coffeek Time logo and name!

According to Ephraim Klein, “We never know who might see our boxes: image is important. With your products we are now confident that they will have a professional look and seal.”

For more information on Better Pack® dispensers, BetterSeal Secure Tape™ and the complete line of Better Packages products, visit [www.BetterPackages.com](http://www.BetterPackages.com).