



Better Packages Case Study: The Chemistry Store.com

Growing online distributor of craft and hobby supplies switches from hand-held tape guns and plastic tape to Better Pack® dispensers and BetterSeal Secure® Tape to increase productivity and ensure package security

Background

John See's company, The Chemistry Store.com is an online distributor that sells a variety of craft and hobby supplies. His unique business model allows them to purchase goods in large quantities and sell in small quantities to home crafters, hobbyists and producers.

The Challenge

The Chemistry Store.com's business grew from sealing 15 cartons per day to 150 cartons per day in only a few short years. Sealing cartons manually with a hand-held plastic tape gun, his packers were falling behind, not able to keep up with the demand and faced integrity issues with the tape itself.

Lack of Efficiency: With the increased carton sealing volume, hand-held plastic tape guns were not only slowing up productivity but putting a strain on the packers' wrists and arms with the constant repetitive motion.

Weak, Insecure Seal: The plastic tape was not securely sealing his cartons. The plastic tape would stretch when applied and then loosen, resulting in a weak, insecure seal. Without a secure seal, packages could be opened and tampered with, or items could all out of the carton and get damaged.

The Short-Term Solution

An employee suggested The Chemistry Store.com switch to paper tape and Better Pack tape machines, because he used Better Pack machines at a previous place of employment. This was the method of choice because it the eliminated awkward repetitive motion (felt with plastic tape guns) and were simple to use.

Mr. See bought two used Better Pack 333 dispensers. According to Mr. See, "These machines were workhorses!" They served the company well for a solid few years until he decided to upgrade and invest in new tape dispensers.



Unforeseen Issue: A packaging distributor not associated with Better Packages misinformed Mr. See and sold him a different brand of tape dispenser. Packers at The Chemistry Store.com were immediately unhappy with the performance of the dispensers. The machines would jam constantly and sway on the workbench, making it difficult for them to use. The machines offered unreliable performance and had a negative impact on productivity.

The Long-Term Solution

It wasn't long until Mr. See decided to replace the inferior dispensers with new, genuine Better Packages dispensers. He found a Better Packages Authorized Catalog Distributor and successfully purchased two Better Pack 333 manual water-activated tape dispensers. Being a returning Better Pack user, he was confident in the quality of the dispensers. He knew these manual, electricity-free machines would perform perfectly on the workbenches that currently did not have power.

With the new, reliable Better Pack dispensers, Mr. See began testing and experimenting with many different brands of paper tape. He determined that BetterSeal Secure Tape from Better Packages worked best. Other tapes jammed and/or did not adhere to the cartons securely. BetterSeal Secure Tape not only allowed the Better Pack dispensers to operate more smoothly, it adhered to the cartons better and faster than other brands.

Better Pack Dispensers & BetterSeal Secure Tape: Better Packages is a single source for carton sealing solutions offering the widest range of carton sealing methods and applications. The combination of dispensers and tape from Better Packages optimizes productivity and produces an unrivaled secure, strong carton seal.

The Results

"I am happy to say that I just ordered my first skid of BetterSeal Secure Tape! In the time I have owned the company, we have gone through a great deal to achieve the right packaging solution. Thankfully, we now have the perfect system—the Better Pack 333 and BetterSeal Secure Tape. "

"The old competitive machines are still somewhere collecting dust, all our hand-held tape guns have been discarded and now we move forward with Better Packages."

For more information on Better Pack® dispensers, BetterSeal Secure Tape® and the complete line of Better Packages products, visit www.BetterPackages.com.