

# Packaging Case Study



## PROJECT DESCRIPTION:

Desktop Tower PC for a leading PC manufacturer.  
Reduce overall cost and reduce damage in the field.

## PROJECT SPECIFICATIONS:

Test Method: Customer Spec    Product Weight: 10 kg

Drop Height: 76 cm

Fragility: 70 G's

### ORIGINAL PACKAGING SOLUTION



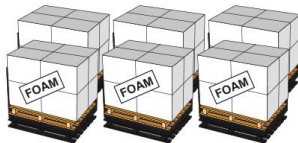
Fabricated PE Foam Packaging

### REFLEX® PACKAGING SOLUTION:



Reflex® Thermoformed 2pc Cushions

VS



Foam Cushions do not nest & use a lot of space



Reflex® Cushions nest saving 85% warehouse space

VS



\*Foam Carbon Equivalent/1000 pkgs = 0.15 tons CO<sub>2</sub>

VS



\*Reflex® Carbon Equivalent/1000 pkgs = 0.01 tons CO<sub>2</sub>

## REFLEX® PACKAGING ADVANTAGES:

Reflex thermoformed protective cushions are formed around the specific dimensions of a product and engineered to meet its shock protection requirements. They are nestable and so save up to 85% of warehousing space vs foam.

	Facility Space Savings	Recycled Content	Reduced Material Cost	More Units per Pallet	Carbon Footprint Reduction	Reduced Damage Rates
Reflex® Value	85%	100%	-	Matched	93%	Matched/ Reduced G'

\* Emissions calculations according to EPA document EPA530-R-04-004 ReCon Calculator for MTCO<sub>2</sub>E. US Environmental Protection Agency.