



CUSTOMER SUCCESS STORY

CONSUMER PRODUCTS



# INNOVATIVE PRINTING SOLUTION STREAMLINES PACKAGING PROCESSES

How Design for Manufacturability Accelerates Delivery Timing

## CHALLENGE

A high-end consumer products manufacturer was experiencing production bottlenecks during its packaging process. Its product portfolio varied in size, forcing the manufacturer to choose between tedious packaging changeovers or inconsistent product printing. To reduce cycle times and labor costs, the manufacturer was looking for a custom film solution that could be used for its entire portfolio. With this need in mind, the manufacturer reached out to GAP for help.



**A creative  
printing solution helped  
the customer achieve  
design consistency.**

## SOLUTION

To create a one-size-fits-all solution, our team of experts identified a creative approach to printing: the film must be printed without leaving any sleeve gaps.

Accessing one of our supply chain partners, we sourced plates allowing for continuous repeat. This enabled us to create a customized, seamless print image using the customer's artwork. By designing for manufacturability, the customers' individual products could be packaged using one roll of film.

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### THE RESULT

The customer was able to consistently package all of its products – across sizes – using the same roll stock. Great American Packaging remains a trusted manufacturer for all its packaging needs, relying on the company to design for manufacturability – no matter the product.



Reduced Film  
Changeovers



Accelerated  
Delivery Time



Simplified  
Packaging Processes

### HOW WE SERVE YOU IS WHAT MATTERS MOST

At Great American Packaging, we offer full-service manufacturing capabilities to create custom flexible packaging solutions across a variety of food, medical and consumer applications.

For decades, we've prided ourselves in serving our customers with the industry's highest performing bags and dedicated *white glove service*. Today, we are more committed than ever to giving each of our customers the personal attention they need to make smart packaging decisions and we ensure products are delivered on time. A friendly and knowledgeable packaging expert is always on-hand to help.



As your packaging supplier, you can count on us for a commitment to *white glove service* that continues to set the industry standard.

Call us at [323-582-2247](tel:323-582-2247) or visit our [Contact Us](#) page to speak to one of our packaging experts today.



## How We Serve You is What Matters Most