

# iTUNES™ CUSTOM PACKAGING PROMOTION



**Challenge:** Shrink wrap 60,000+ cans of wet cat food and pack-out within a very tight turn time.

## **ProjectENGINEERING:**

- Receive, inspect and inventory product.
- Receive, inspect and inventory supplied flexo printed shrink sleeves, brochures and sell sheets.
- Shrink wrap three cans of product with custom flexo sleeve and apply brochure to top of unit with fugitive glue dot.
- Pack-out in master shipper with sell sheet.
- Bulk skid pack and ship to distribution center.

## **SuccessPOINTS:**

- Developed a device that would allow multiple units to run through the shrink wrapper at one time in order to speed production efficiencies.
- On-site fulfillment operation allowed client to inspect production and quality check project through its entirety.