DISPLAY PACK

# NAPA


When Federal-Mogul Corporation needed a packaging solution for their NAPA line of wiper blades, they turned to Display Pack.

## CHALLENGE

As a Global leader in wiper blade technology, Federal-Mogul Corporation asked Display Pack to design and manufacture a packaging solution for their replacement wiper blades produced under the NAPA Auto Parts name. The new design required a similar appearance and size to the old package to maintain brand awareness and fit existing store display footprints. But, unlike its predecessor, the package had to be stackable. In order to meet deadlines, all packaging components were to be shipped to Federal-Moguls facilities within a very short timeframe. NAPA'S tight delivery schedule did not allow enough time for Federal-Mogul to build new package sealing RF/ultrasonic tooling. Therefore, the new design required locking features to help maximize manual assembly throughput and keep the package closed, while making the wiper blade easily accessible to customers.

## SOLUTION

Because of the short lead time—approximately five weeks from design approval to shipment of three different clamshell and 104 different insert cards—the continual collaboration of Display Pack's design, engineering, tooling, manufacturing, prepress, scheduling, and purchasing departments to meet all of the client's objectives was crucial.

Design drawings, actual samples of the new clamshells and card designs were developed concurrently. To ensure blade performance, the new design prevented the rubber portion of the blade from making contact directly with the clamshell. A tab-lock feature was added to the clamshell as the primary closing feature. And the end cap was designed to be manufactured using less material than the previous one, while offering a faster assembly process.

## RESULTS

Display Pack delivered a similar looking package—with multiple-added features within a size that was easily transitioned at the store level. The stackable package includes a visible part number on the end for ease of consumer identification. Patented closing features eliminated production and energy costs associated with RF sealing, while allowing consumer accessibility to the wiper blade—with "put-back-ease" and package closure without damage to the product or package. Card locks to keep the card in place during the assembly and secure snap locks at the ends of each clamshell to support the tabs as the final closing feature were developed. The patented end cap design reduced the amount of plastic needed by 90 percent, greatly reducing costs and together with the use of recycled PET film increased package sustainability. The reduction of clamshell SKU sizes from six to three further decreased per piece and tooling costs, plus additional savings where realized in the printing of insert cards and other packaging components.

The first shipment of clamshells, end caps, and different printed insert cards was made 33 days after client's go ahead.


## SUMMARY

### CHALLENGE

New package had to be similar to old to keep brand look, but unlike its predecessor, it could not be RF/sealed and had to be stackable.

### SOLUTION

A clamshell that prevents the blade from contacting the package plastic walls was designed, while a tab-lock was added as the primary closing feature.

### RESULT

Stackable package with patented closing features eliminates RF sealing costs, while allowing accessibility to the wiper blade—with "package closure put-back-ease."


"The Shake N Share lid is one of the best products we have ever introduced into our theaters. Our guests love the lid for seasoning, shaking and sharing. Using the Shake N Share lid has resulted in less spilled popcorn, therefore reducing clean-up times and saving labor.

**KENYON SHANE**
LOEKS THEATRES, INC. / VICE PRESIDENT/FOOD & BEVERAGE