

# Lowering Costs Through Unique Solutions

## AMERIGLOBE

### Case Study: \$11.06+ Savings Packaging Crumb Rubber

A major crumb rubber company asked us for help in reducing their costs. Crumb rubber is an extremely price-conscious industry and they had reached a point of diminishing returns when reducing packaging prices. Our local Solution Specialist reviewed their process and worked out a design that addressed weaknesses they thought were too difficult to overcome.

Crumb rubber is a very unstable product. Its compressibility makes it difficult to stack. Even bags that are stacked are subject to cold flow. This characteristic allows the product in the bag to move slowly over time. It is exacerbated when the package is very tall. Since crumb rubber has a low bulk density, the packages are typically very tall.

Our Solution Specialist reduced their costs in three important ways. First, he changed the design of the bag, using our MegaBase™, to improve the stability of the package. This reduced the handling costs and greatly improved the product appearance to the customer.

AmeriGlobe's redesign of the package allowed the customer to increase the package's capacity by 17%, a change that would have been impossible before we increased the stability. The 17% capacity increase reduced their freight, bag and pallet purchases by the same rate. This brought a savings level that would be impossible to do solely by reducing the bag price.

Last, AmeriGlobe's UVI testing is so stringent that this rubber producer was able to eliminate an expensive bag cover.



**New Design**



**Old Design**

Per ton savings	
\$1.70	Reduced bag purchases
\$7.68	Reduction of freight
\$1.00	Pallet covers eliminated
\$0.68	Elimination of excess pallets
<b>\$11.06</b>	<b>Total Savings</b>

Most companies claim to offer better bag prices. AmeriGlobe's systematic approach lets us find ways to save you money beyond the price of the bag. Call AmeriGlobe today so we can show you substantial savings.