

CASE STUDY

DOT SHOT[®] PRO

Bridging the Gap



A national cheese manufacturer was trying to capitalize on an opportunity by breaking into the club/warehouse markets with a new value pack. Faced with short lead times, the company turned to Glue Dots International's experience to address their application challenges.

The Problem

Using Existing Packaging to Create New Club Store Value Pack

With a tight deadline looming, the manufacturer needed to find a way to create a club store value pack; however, combining two of the already established packages of cheese into one singular branded unit brought about some challenges.

The new value pack consisted of a five-pound and a three-pound bag of shredded cheese creating a saddle pack, which was held together with a branded poly-handle across the top. The combined eight-pounds quickly became unstable and difficult to handle when lifted or pulled from the refrigerator.

The Solution

Glue Dots Hold Fast and Release Cleanly

Having had success with adhering poly pouches, Glue Dots knew what type of adhesive and application method to use. They recommended a 1/2" High Tack Glue Dot and the hand-held Dot Shot[®] Pro applicator.

The hand-held applicator allowed employees to quickly place two Glue Dots adhesive patterns between the polybags, adhering the bags together. This created a strong, secure bond that not only stabilized the two-pack, but also removed cleanly after purchase.

The Result

Poly Pouches Stick Together Creating Club Package Success

By implementing 30 Dot Shot Pro adhesive applicators across two facilities, the company quickly resolved the polybag stabilization issue for the new club value pack and met distribution deadlines set by the club store.

The cheese manufacturer successfully capitalized on the club store opportunity and entered into a new market without incurring any significant costs.



Key Takeaways

- Glue Dots High Tack adhesives were strong enough to stabilize the package, but removed cleanly after purchase.
- When combined with the Dot Shot Pro, Glue Dots were easily and efficiently applied to the exact location needed.
- Glue Dots adhesive solutions provided a cost-effective method that enabled the cheese manufacturer to capitalize on an opportunity with short deadlines.

