

CPG and Club Store Problem Solving

Ore-Ida Club Case

Problem:

- Existing die cut RSC with perforated window visually unappealing and difficult to open
- Perforated window RSC did not conform with Club Store Style Guide that instituted penalties charged back
- Club refused to take new frozen products until case was fixed
- Heinz needed to find a stackable display case that could automate in their facility

Solution:

- Mid-Atlantic created a stackable display with no perforations that conforms to Club stores requirements
- Case ships into customer with HSC lid glued to display, reducing inventory
- Easy to pack and automate in plant
- Easy to remove HSC lid at retail and display

Results:

- Heinz retained and increased Club store business by 115%
- No cost increases to move item out of the plant

