

Reducing Co-Pack Costs

Hershey 8 Pack Quarter Mod

Problem:

- Existing item had multiple components that created a slow execution at co-pack
- Labor intensive hand assembled trays drove costs up
- High cost to customer and slow execution to retail

Solution:

- MAP reduced the components to 3 total by gluing in the case divider
- MAP redesigned the tray to conform to the customers case erector

Results:

- Moved from hand assembled to machine case erector, increasing speed in process
- Reduced assembly time of tray and increased margins
- Reduced tolling cost by eliminating 4 people from the packing line, creating significant margin improvement
- Reduced inventory costs by eliminating components

