





## SPAX Powerlag Fastener Packaging Gets a Sleek yet Functional Upgrade

Altenloh, Brinck & Co. U.S., Inc. manufactures and distributes high-quality engineered fasteners with retail distribution across the U.S. The company partnered with Graphic Packaging International (Graphic Packaging) to develop a new packaging solution for their SPAX® PowerLag® fasteners.


### Case Study overview: Elevated experience | Operational Efficiency

**Challenge** 

- Performance**  
Reduce inventory by moving to a standardized packaging solution functional for distribution to multiple retailers
- Graphics**  
Design package to increase shelf impact and eliminate multiple labels and packing slips
- Operational Efficiency**  
Improve functionality and increase production efficiency and for easy hand-filling

**Solutions** 

- LithoFlute™ 10pt SBS**  
Retail-ready strength carton provides large, smooth-surface billboard for high-quality graphics
- Full Color Printed Graphics**  
High-resolution and full color offset litho-printed directly on the carton
- Full Panel Auto Bottom**  
Pop-open carton with a full-fit panel to lock open the box during hand packing and to provide anti-sift security

**Results** 

- Protects contents during transport and storage and promotes sustainability as a highly recyclable material
- Eye-catching graphics clearly display product information and branding to elevate consumer and retailer experience
- Carton can be formed quickly without equipment, reducing production time, and secures product inside for safe transport and storage

## Challenge

As Altenloh, Brinck & Co. expanded their products into more retail locations, the company found its production team challenged by a large inventory and complicated production process due to unique packaging specific to each customer. Previously, inventory included cartons of varying sizes and colors. Each carton was assembled at point of use and then labeled per SKU. To simplify production and reduce inventory, Altenloh, Brinck & Co. needed a new packaging solution that would work across multiple retailers.

The design of the packing solution needed to support easy hand filling to increase production efficiency. The solution also needed to simplify package labeling while clearly indicating part number, specifications and color coding. Additionally, the box needed to be strong enough to stand up for retail distribution while keeping the fasteners securely enclosed.

## Solution

Altenloh, Brinck & Co. partnered with Graphic Packaging to select a carton that would elevate the customer and retailer experience while boosting operational efficiency. The carton was built on Graphic Packaging's LithoFlute™ 10pt solid unbleached sulfate (SBS) paperboard. The paperboard provides retail-ready strength with a large, smooth-surface billboard for printing high-quality graphics.

High-resolution, five-color graphics printed offset litho on large full panels eliminated the need for multiple labels and pamphlet insert. Graphics printed directly on the carton cleanly showcased important specification information and color coding specific to the product inside. The design was consistent across all distributors and reduced overall inventory on-site.

The full panel autobottom carton was selected for easy opening and locking during packing. The full fit panel also provided anti-sift security, which was essential to secure the product inside.

## Results

By switching to one standardized carton, Altenloh, Brinck & Co. increased their operational efficiency to reduce costs. The company eliminated custom boxes for each customer and pared down to a few standardized boxes, reducing the number of SKUs, raw materials, and production labor.

The autobottom carton further reduced production labor, forming quickly without equipment and locking into place with the full panel autobottom. The autobottom design also ensured that the company's products were safely contained during transport and storage.

Simplified labeling ensured that the consumer could shop confidently, having access to easy-to-read product information and clearly identifiable, standardized coding. The high-quality graphics provided a visual impact that helped the product stand out on store shelves.

Graphic Packaging's LithoFlute™ paperboard can stand up to the vigor of retail transport and storage. Paperboard is made from trees, a renewable resource, and is accepted for recycling in most communities in the U.S. and Canada. The recycling rate of paper and paperboard in the U.S. today is 66 percent\*, and consumers understand that paperboard is a highly sustainable packaging material.

\*Source: American Forest & Paper Association - 2020

