

Complete Solution Client Case Study: Reduce Solid Waste - Bag-in-the-Box Solution

The Challenge:

Reduce solid waste and create a smaller footprint in the dealer service departments for car care chemical products. Create more competitive price point per item.

Dealer parts rooms were being overcome with bulky 5 gallon pails or numerous 8oz. plastic bottles that were taking up floor space and making chemical dispensing difficult.

Our Approach:

Develop a dispensing station that brought all the car care chemicals into one area featuring a new packaging concept for the industry.

Similar to the concept of having wine in a box, our various departments set off to find the correct equipment and packaging that would allow chemicals to be dispensed from a "bag in the box". These new 5-gallon packages were much easier to use than the traditional 5-gallon pails. The transition from the plastic 5-gallon pails, as well as 8oz. bottles, allowed the product to be priced more competitively since a larger quantity was being packaged.

The Result:

Created a complete solution that reduced solid waste, used 92% less plastic than the original pail method, and packaging was disposable and recyclable.

The "bag in the box" system was a convenient replacement for the traditional 5 gallon pails. This allowed dealerships to operate in a more clean & efficient manner. This system is still in use today.

Bag-in-box created a complete solution for car care chemical products

