



Collaboration With Automotive Equipment Supplier Improves Delivered Part Quality While Reducing Truck Journeys And CO2 Emissions

DS Smith is a multinational packaging and plastics company that delivers innovative, sustainable packaging solutions that consider the entire supply chain. The Plastics Division of DS Smith manufactures flexible packaging, filling equipment, dispensing solutions and rigid returnable packaging. One of their customers, a Tier 1 automotive supplier, was looking for a way to improve the supply chain of their car seat assembly across all dimensions: operational, financial, and environmental. Taking a comprehensive view of their customer's processes and requirements, DS Smith Plastics created a custom solution, the AkyPak 4You, a reusable transport system that accommodates multiple products while ensuring product protection during transit and delivers on all operational, financial, and environmental requirements.

MEASURABLE IMPROVEMENTS:

- Complete set of car seats easily loaded/unloaded by one operator without assistance
- Designed-in movement and compression restrictions eliminated transit damage
- Eliminated over 300 truck journeys per year
- Reduced CO2 emissions by nearly 313,000 kg per year
- Improved labor ergonomics and efficiencies
- 7-year useful life
- 100% recyclable when retired

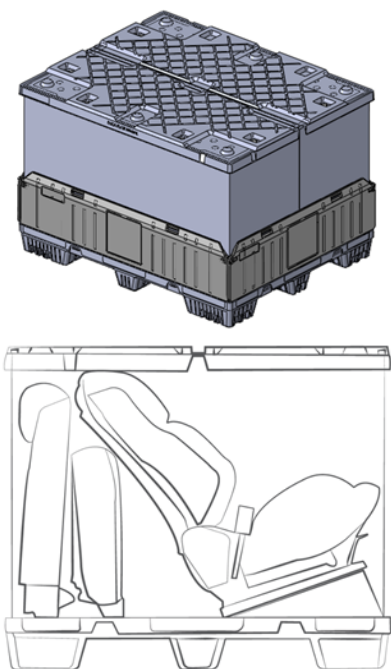


The Challenge

The DS Smith client used metal containers to transport products and component parts between various manufacturing plants. Car seats were sent to the final car assembly site as individual finished sub-assemblies. The metal transport containers were not optimized for forward or return logistics, requiring a large number of trailer loads to meet volume requirements, as well as additional unloading and sorting of finished sub-assemblies and other assembly components from each trailer before the seats were moved to the final assembly line.

The Goal

Identify a reusable transport packaging system that could ship a complete set of pre-assembled car seats as a single unit, while optimizing both forward and return logistics, protecting the seats from damage during transit, and facilitating loading/unloading. In addition, the solution had to work for the seats associated with two different car models. This would allow the client to assemble a complete set of car seats for each car in a single location and deliver them to the car assembly sites ready to install.



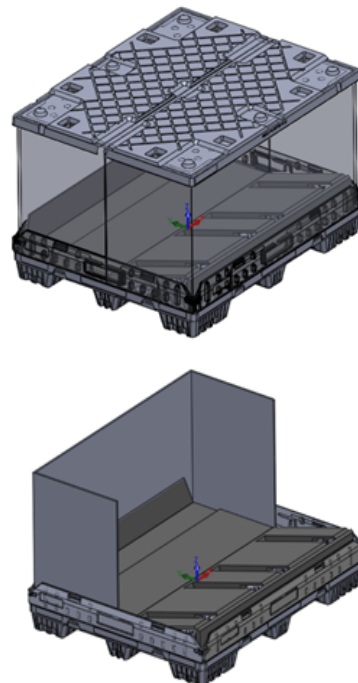
The DS Smith Plastics AkyPak 4You holds a complete set of pre-assembled car seats safely and securely for transit.

The Solution

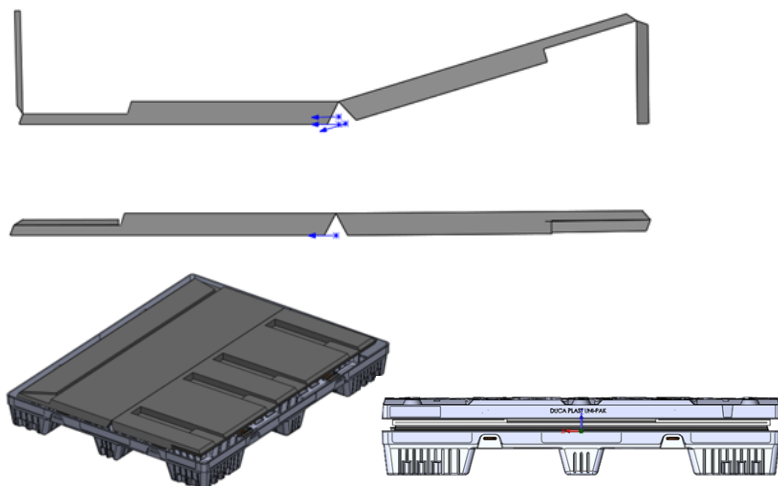
The returnable packaging specialist team at DS Smith Plastics, in close collaboration with their customer, designed a custom solution, the AkyPak 4You, that securely and safely transports a full set of car seats while providing easy access to all sides for loading/unloading and collapsing flat for return logistics.

The Impact

The DS Smith Plastics solution, the AkyPak 4You reusable sleeve pack, delivered on all design requirements. DS Smith helped their automotive supplier customer realize operational efficiencies and reduce environmental impact by designing a reusable transport packaging solution capable of accommodating multiple products while ensuring product protection during transit, truck load optimization with both full and empty containers, easy and safe loading/unloading, compliance with local regulations, long useful life, end-of-life recyclability, and achievement of ROI hurdles.



Two-part sleeve pack allows easy access to parts from all sides.



The base platform is angled to hold all seat components in place during transit; unique hinge design allows platform to lay flat for return of empty containers.

"We are pleased to receive this recognition from the Reusable Packaging Association, on behalf of one of our customers and our returnable packaging specialist team at DS Smith Plastics. The returnable and sustainable solution that received this recognition is an example of how we work together with customers to bring a different perspective to their challenges and provide cost-effective solutions that protect the environment."

-- John C. McCurdy, Vice President of Commercial Development, DS Smith Plastics



About DS Smith

DS Smith is a £5.8 billion packaging and plastics multinational with operations in 37 countries, employing 28,500 people. We create and deliver innovative, sustainable packaging solutions that consider the entire supply chain. These solutions energize sustainable growth – for our customers and consumers, our people, our business and shareholders, and most importantly our environment. We are redefining packaging for a changing world.

The Plastics Division of DS Smith is a 30-year manufacturer of flexible packaging, filling equipment, dispensing solutions, and rigid returnable packaging. Plastics operates out of 28 sites in 14 countries across Europe, North America, Asia and Australasia. As a seamless international supplier, we supply products and services anywhere in the world, meeting the most stringent of customer requirements.

The AkyPak line of reusable packaging includes bulk containers, boxes, trays and totes. Our reusable packaging solutions are characterized by their durability, light weight, long life span/cycle, recyclability and reusability. Benefits include: savings in logistics and transportation costs; efficiencies in material handling and operations; and reduction of waste and of carbon footprint.

About the Excellence in Reusable Packaging Award

The Reusable Packaging Association (RPA) Excellence in Reusable Packaging award recognizes companies and organizations that have developed and implemented innovative and measurable reusable packaging solutions in a business-to-business supply chain. 2018 marks the seventh year for this annual award program. Submissions are reviewed by an independent panel of judges who are not members of the RPA. RPA is a non-profit trade organization representing and promoting the common business interests of member suppliers and users of reusable packaging products and services. RPA promotes the use and value of reusable transport packaging systems, which offer product quality, economic, and environmental benefits to supply chains.

