

CASE STUDY

Glue Dots® Brand Adhesives

Cost-Effective Promotions with Glue Dots®



When a consumer packaged goods company wanted to cross-promote a new product, by including samples with their existing product line, a contract packager quickly responded to the challenge. The contractor needed to secure the right behind-the-scenes assembly operations and turned to the handy pre-formed adhesive from Glue Dots to help them complete the project on time and on budget.

The Problem

Hot Melt Too Messy, Too Costly

Hot melt glue was deemed too costly to be used to bond the product samples in place. The volume of work would require application equipment for 30 production and fulfillment workstations. The project time line was also too tight to introduce a new set up.

The Solution

Glue Dots Deliver a Quick, Clean, Cost-Effective Bond

The contract packager turned to Glue Dots® Brand Adhesives as the fast, cost-efficient adhesive solution to hold the product samples in place. Pressure-sensitive Glue Dots bond instantly and do not require expensive application equipment.

A Glue Dots distributor supplied the client with a variety of samples for testing. The contract packager valued the product's efficiency, ease of use, versatility and cleanliness.

The Result

Promotions Packaging Intact and On-budget

In the end, 1/2" diameter, Super High Tack Glue Dots provided the right balance between strength and removability, while allowing for an attractive presentation.

The collaborative process between packager, distributor and manufacturer ensured a smooth production phase and allowed the project to remain within budget parameters, while hitting the projected completion date. The end result was a successful, cost-effective product sampling promotion.



Key Takeaways

- Super High Tack Glue Dots were more cost-effective than installing a hot-melt system.
- Glue Dots adhesives provided the right balance between strength and removability.
- The project remained within budget and was completed within the required time line.

