

CASE STUDY

QuikDot™ PRO

QuikDot™ Pro Distributes Success



Carrying case failure often results in returns to distribution centers, resulting in increased labor and transportation costs for manufacturers and distributors. Looking to reduce costs associated with break, damage and loss, a Northwest distributor began using an adhesive solution from Glue Dots International.

The Problem

Traditional Solution Increases Costs and Compromises Branding

Requiring multiple applications, the use of tape for case repair generates adhesive waste and compromises brand integrity. This proves especially true when repairing chipboard and corrugate beverage packaging. Taping packages creates a visible bond that lowers product sell-through rates.

The Solution

QuikDot™ Pro and Glue Dots® Reduces Returns

To reduce product returns, improve efficiency, and increase sell-through rates, the distributor abandoned traditional tape solutions and began using GDI's QuikDot Pro applicator and the QDP-8100 adhesive. Typically applied at room temperature, but able to hold in cooler environments where beer and wine beverages are stored, the QDP-8100 proved to be the perfect adhesive solution.

The compact QuikDot Pro hand-held applicator provided a quick, convenient method for repairing damaged packaging. This allowed the distributor's employees to easily apply the adhesive, achieving optimal coverage and waste reduction, while creating an invisible, permanent bond that maintained brand integrity.

The Results

Glue Dots Products Distribute Success

The QuikDot Pro became a favorite solution at all of the distribution centers, thanks to its ability to quickly and conveniently repair broken or opened cases without compromising brand integrity – eliminating returns before the product ever left the warehouse. In addition, the over 750 QuikDot Pro hand-held applicators were purchased and distributed among drivers and merchandisers for use in the field.



Key Takeaways

- The compact QuikDot™ Pro hand-held applicator easily integrates into repackaging process
- QDP-8100 adhesive performs in cooler work environments
- Glue Dots' QuikDot Pro and QDP-8100 adhesive combined to increase productivity and preserve brand integrity

