

Another great Poly Logic Plastics product outcome with innovative and logical solutions!

The contact query!

Barry Morgan from **Gutter Foam Ltd** contacted us with a packaging query initially wanting to source some poly tubing for a packaging project that he could then heat seal by hand.

Identifying the product requirement!

Poly Logic Plastics business practise is to learn as much about our customer's needs as possible. This enables us to support every aspect of customer requirements ensuring the best possible outcome for their business. Kelly in production identified an opportunity to develop a plastic packaging product that could better meet Barry's needs, reduce his workload output, and at the same time enable a professional presentation of his product.

The design process!

After several phone calls, and visits from Barry to our production site including viewing of the proto type product to ensure correct appearance, size and length across 3 product types - Kelly our design guru and plastics production expert, was able to find a workable solution. All that was needed was to put this into a finished item for a final trial.

Does the product *fit* customer need and is the packaging solution logical?

At this point we identified some design problems with limited air displacement at packing. With some innovative thinking and a bit of *messaging about* in conversion we were able to develop a solution in the converting phase of production incurring no extra cost to the customer, and supporting prevention with other potential packaging problems such as condensation at the same time.

Product development outcome!

This was a win-win situation for both our customer and Poly Logic Plastics. We were very happy that this packaging solution (based on our design innovation and ability to produce a quality product) met the all the customers' needs and more, and that we could anticipate need with Poly Logics expert knowledge. With a successful packaging solution Barry was able to progress his plan into major hardware retail stores with a professional looking and user friendly packaging outcome.

See Barry's feedback in our testimonials page!



The finished *plastic packaging* with product installed:

- Correct weight/thickness of plastic.
- Appropriate width and length.
- Correct slippage for easy product packing on insertion.
- Correct clarity for Gutter Foam visibility.
- Successful air displacement solution for easy packing and allowing airflow to minimise condensation in storage.
- Barry's finished end product with our plastic packaging solution and his product logo attached looks great all ready for the retail shelf!

Our thanks to Barry Morgan and the Gutter Foam Ltd team for this opportunity!