

CASE STUDY

'No more damaged products through the use of lidded crates'

This is crucial for a magazine distributor. Publishing companies do everything they can to make their magazines stand out. They use a wide range of different formats, attach gifts for readers and offer special holiday packs of magazines. This is a new challenge for distributors, and it was also a challenge for **Pressevertrieb Saar Linsenmeier & Klein GmbH (PVS). In addition to bundling magazines together using straps, they wanted to quickly and safely distribute magazines without damaging the magazines. They found a solution for this with CurTec lidded crates.**



Every year, PVS distributes around 4,000 magazines in Saarland (Germany). The traditional way of bundling all of the publications for their clients was by using straps. However, when unusual formats and magazine inserts began to appear, they noticed that the magazines would suffer more damage because of instability during transit. This was an undesirable situation.



PVS found the solution to this problem by converting a packing line. CurTec provided 12,000 lidded crates which were designed specially for magazine distribution. Sabine Gehring, Logistics Manager for PVS: "We already knew about CurTec because of their good reputation in the market. They had the perfect solution for us: a lidded crate made from recycled

material which ensured sound packaging and avoided our daily problems.

No damage

Did they also manage to reduce damage by introducing lidded crates? "We have been using lidded crates for some time now and since then the magazines no longer suffer any damage at all", said Sabine Gehring. They were so satisfied with the crates

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that instead of using them two to three times per week as they had originally intended, PVS now deploys them every day. "We mainly use the lidded crates for packing A5 titles, special formats and premium titles. In addition, they are now always ready to pack unexpected titles."

Satisfied employees

What did their employees think about using the lidded crates? Gehring: "Our order pickers really like the crates and find them simple to use. Furthermore, lidded crates



not only guarantee a clean product: working with lidded crates is much cleaner than with straps. Unstable packages belong to the past. That is also good news for our employees.

Productivity

Another reason why PVS wanted to move to lidded crates was to be able to increase productivity.

Sabine Gehring is extremely positive about this: "We have certainly seen our productivity increase and we can handle much more than in the past. It is still too early to express this in figures, but we will have this information at the end of the year."

Service

After they had been using the lidded crates for a while, Sabine Gehring was faced with another challenge. "Several components of the lidded crates became damaged because they were incorrectly placed on the conveyor belt. Fortunately CurTec solved this immediately and repaired the crates for us", said the Logistics Manager. "So yes, we are very satisfied with the solution offered by CurTec and also their collaboration," she said.

Would you also like to optimise the way your distribution works? Do you have a specific packaging challenge or would you like more information about what is possible with packaging? Let us review your supply chain! We can perform a Packaging Scan which results in a FREE guideline that helps you to select the optimal packaging solution.

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