



Case Study – “Package Makes Perfect”

Shamrock Business Unit: Fulfillment

Client: Largest retailer of women’s intimate apparel in the United States

Client Industry: Specialty Retailer

Objective(s): Develop a solution for utilizing a customer-supplied box that was too large for the project.

Project Abstract: The client challenged Shamrock to package 1175 kits, consisting of approximately 11 different items, using an existing, customer-supplied box. Items such as sunglasses, a miniature folding lawn chair, a bottle of sand, a miniature beach ball and several brochures, were to be included in the kit and used as a marketing tool for a spa in California. The customer-supplied box presented a problem because it was entirely too large for the project.

Background: The client is the #1 specialty retailer of women’s intimate apparel, founded in 1963 with one women’s apparel store in Columbus, OH. Today, the company and its subsidiaries operate over 3,800 stores in the United States.

Shamrock’s Solution:

- ⊕ **Strategy:** Once all product had been received, we set out to determine exactly how much of the customer-supplied box would actually be needed to accommodate all items to be kitted. Employing the expertise of one of our packaging vendors, our team produced a false bottom to fit perfectly into the customer-supplied box.
- ⊕ **How it worked:** By retro-fitting the box with an insert, Shamrock is able to produce an attractive marketing kit that displays the materials in their best light.
- ⊕ **Why it worked:** In retail, product presentation, display and aesthetics are the name of the game: This packaging was ideal because it appeared to be custom-fit for the marketing kit.
- ⊕ **Results:** The client was able to utilize its existing box stock, produce the kits in a timely fashion and enjoy significant cost savings.