

Safe Optimization – Intelligent Packaging for Magna

Optimizing transport packaging by combining cost-effectiveness with maximum protection – is an outcome of the co-operation between DELTA Packaging Services (a subsidiary of DS Smith) and Magna (a leading automotive components supplier). Thorough analysis of the entire supply chain cycle formed the basis to successfully develop an innovative packaging solution.

The optimized u-shape packaging for car bumper fascias offers a solution for substantial cost reduction and easier handling. The DELTA solution as compared to the previous packaging method brings upto 30% economy of time. Moreover, man power requirements came down from two to one.

The new outer wall flat design of the corrugated packaging system makes for safer handling by far, in minimizing the risk of injury. The sophisticated folding technique is another feature that provides extreme stability. An integrated cardboard ridge now affords the much needed external protection for the component parts. The new packaging concept yielded an annual aggregate cost savings of 50,000 Euros.

In-depth analysis of the existing method and its integration into the supply chain cycle preceded implementation of the new packaging solution. DS Smith used its full arsenal of modern analysis tools in combination with its vast experience in process consultation to deliver a complete concept, with significant improvements in both efficiency and protection.

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