

Case Study

Glue Dots® Provide Fast Relief for Carma Labs

When Carma Labs experienced problems packaging their lip care products in multi-packs, they knew adhesives were the solution. But because they needed them quickly and in large quantities to fill orders from mass retailers, they needed a custom solution from Glue Dots International.

The Problem **Shrink Wrap Causes Irritation**

Carma Labs was contracted by a mega-wholesale club to supply multi-packs of their Carmex® lip care products in various flavors and packaging configurations. According to Don Finney, production manager at Carma Labs, they encountered problems during the packaging operation, which is done primarily by hand.

“The products were not staying straight during shrink-wrapping,” said Finney. “We could have applied an adhesive by hand to the backer cards to hold them in place, but we needed

something faster.” Finney needed an automated solution to stay ahead of the looming deadlines from the wholesale club. Space limitations were also an issue, so the automated solution had to be able to integrate into a very tight space.

The Solution **Glue Dots Soothes Packaging Problems**

For a solution, Finney called on Xpedx, a national distributor of packaging solutions, and Glue Dots International. Along with Xpedx and Facility Functions, which developed the conveyor system, Glue Dots customized an inline adhesive applicator to meet Carma Labs’ unique needs.

Glue Dots reconfigured the applicator, allowing it to place two dots, side-by-side on the backer cards. Custom Glue Dots rolls with two rows of dots on a wider liner were also manufactured. The applicator quickly and precisely placed the dots on the products as they traveled down the conveyor. The products were then secured to the backer cards and transferred to the shrink wrap machine.

The Result **Multi-Packs Apply Smooth Sales**

In a matter of weeks, Glue Dots, Xpedx and Facility Functions were able to develop a cost-effective, custom solution that met Carma Labs’ needs. Finney noted that the new equipment paid for itself early into production. “Glue Dots integrated their inline automation into our facility quickly, allowing us to ramp up production,” he said. “The custom solution proved to be cost-effective and allowed us to meet shipping deadlines and grow sales.”



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