

Think **inside** the box.™

InSite allows us and our customer partners to creatively think **inside** the box – investigating every point where our containers impact their processes to uncover greater efficiencies and tangible cost savings. From our customers' receiving docks to shipping and throughout the supply chain, InSite takes an innovative look at ways to make us both better. *Because we think inside the box, everyone wins!*

**Customer need:**

A machine set-up display tray accessible from two sides for mass retailer.

**InSite Response Team:**

Package design  
Testing Solutions Group  
Packaging Systems Group

**Thinking inside the box:**

The client came to Temple-Inland seeking a solution for its club store packaging. What they needed was a display tray with two-side accessibility, so the containers could be placed directly on the retail floor in center aisle applications.

By thinking inside the box, the Design Group was able to go beyond the original request, working with Testing Solutions to research designs and materials to develop a package with four accessible sides, which also satisfied the demands of another “big-box” major mass retailer. The Packaging Systems group assisted with investigations into available box erection machinery and assisted the customer in final selection of their box equipment.

The new display tray features improved stacking strength and stability for shipping and, by standardizing the tray design, makes it possible for the customer to use the same package for several of its product lines.

**Result:**

The new 4-side accessible package, designed and enhanced by the Response Team, not only has saved the customer \$500,000 over the previous display trays; its increased stacking strength is a real plus in warehousing and shipping. No wonder this design won a “Best in Class” Club Packs award.

# Temple-Inland