

Shelf Ready Packaging turned on its head

WINGMAN

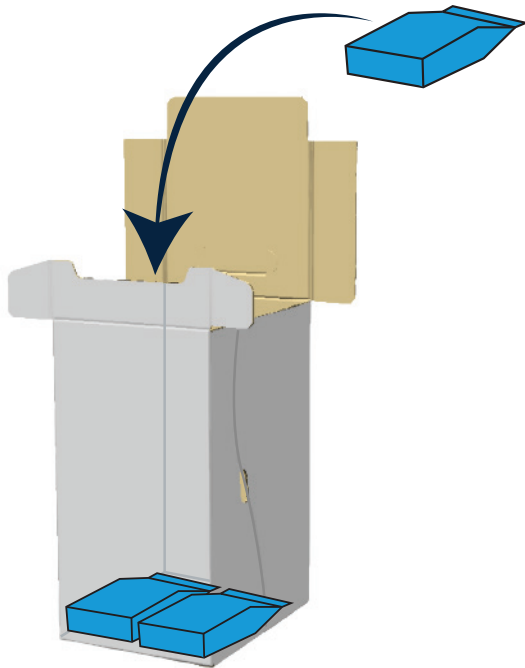


The Problem:

Shelf Ready cartons can sometimes not present well on the shelf. This can be because of poor perforations or the inaccurate opening of cartons by store employees.

You may also find that the inner pack may look empty with product settling to the base of the pouch or bag.

The Solution...



The Principles

Packing Orientation

Wingman changes the orientation of the pack meaning more product can be packed resulting in more product on the shelf.

Shelf Presentation

A clean die-cut front lip provides ideal shelf presentation. The shape of the lip can also be customised for increased brand awareness and exposure.

Strength

With Wingman the perforations are located on the side of the carton, reducing the chances of corner damage, commonly found in regular shelf-ready packaging.



Packing product flat on its back prevents the product in the pouches from settling to the bottom.

**So many
products are
possible with
Wingman**



Supply Chain Orientation

Transport & Storage



Shelf Presentation



The Benefits...



Supply Chain Savings

Additional products may fit into the carton and pallet, translating to supply chain savings and a lower carbon footprint. Less truck movements and greater warehouse utilisation are therefore possible.



Packaging Savings

Increasing the number of product units can reduce your corrugated packaging spend and improve distribution costs with less pallets required.



Increased Strength

By changing the orientation of the case, we reduce the impact the perforations have on stacking strength, when compared to a traditional shelf-ready RSC.



Ideal Shelf Presentation

Ideal product presentation using a perforation-free, clean, customised shelf-ready front lip. Increasing your product and brand awareness.



Automated Solutions

Wingman case designs feature elements from established packaging formats and existing automation solutions.



Easy Opening

With far superior opening to existing shelf-ready formats, Wingman is quick and easy to open in store.

Automation Solutions and Services



Automation Partners

Abbe has partnered with trusted automation suppliers to develop a range of automation solutions for the Wingman format.

In many instances, Wingman and traditional formats are possible on same equipment.



Automation Options

Discuss your requirements with Abbe so that we can tailor a Wingman design and automation solution to suit your needs.

Various levels of automation are available, from entry level tapers to semi-automatic and fully-automatic systems.



Project Management & Service

Our experienced team will project manage your Wingman solution from design to implementation. Our strong network of experienced providers will deliver the best service, ongoing support and spare parts.

Have you reviewed your shelf-ready packaging lately?

