



Contact: Randy Palmer  
Tel: 603-988-8965  
Email: rpalmer@accutechpkg.com  
Date: March 1, 2016

## NEWS YOU CAN USE

---

### **Objective: Finding the Most Cost-Effective and Environmentally-Friendly Void Fill Possible**

### **Case Study: Air Cushioning vs. Paper**

BY RANDY PALMER

It is always a challenge when we consider the best solution for our protective packaging requirements. What is best for the environment? What is the most cost effective? Which is the best for my productivity? How will my customers perceive my packaging? Which solution will provide the best protection for my products?

When paper is chosen, the main reason is because it is perceived to be a very environmentally friendly product. The fact is that, under the guidelines of Reduce/Reuse/Recycle, paper doesn't fare as well as other choices, specifically air cushioning. Here is a perfect example:

Recently the Accutech team worked with a customer who was using a paper product for void fill. They had been using this solution for nearly 20 years and had not considered anything else. They have always prided themselves on using packaging that was in tune with their environmental message and saw paper as being consistent with that message.

Our recommendation was bubble-on-demand air cushioning using 95% recycled film. This product met all their protective packaging requirements by providing superior cushioning and void fill. The Accutech solution out-performed paper on shipping test due to paper's lack of resiliency when compressed. With no bounce-back using paper, space is created allowing products to shift during shipment resulting in damages. Accutech's bubble-on-demand is 100% recyclable and can be reused by many of our customer's customers for packaging at home or deflated and put in a recycling bin, reducing the carbon footprint to a bare minimum. In short, it was a perfect match for their environmental message. Reduce/Reuse/Recycle!!

Using a consultative sales approach, the Accutech team performed a Packaging Value Analysis. The pack-to-pack comparison showed a 35% cost savings by switching to Accutech's bubble-on-demand solution versus paper packaging. Additionally, they saw an increase in their packer's productivity and satisfaction, a reduction in damage, and a savings in freight charges with a decrease in package weights by using air cushions.

If you're using paper you may want to consider air cushioning. It has a great environmental message, is very cost effective and protects products very well. Call the Accutech team today and schedule a time for us to review the best protective packaging solution for you!

---

**About Accutech:** Accutech Packaging produces custom plastic thermoformed packaging, paper mailers and envelopes, and paperboard specialties. We also offer in-house tooling, design and product fulfillment. In addition, Accutech manufactures mail order packaging equipment to automate the outbound shipping process.