

# Case Study

## Carma Labs

### **Glue Dots® and the SynchroDot™ Pro 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.

#### **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.

#### **Solution: SynchroDot™ Pro soothes packaging problems**

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

Glue Dots reconfigured the SynchroDot Pro to allow it to place two adhesive patterns side-by-side on the backer cards. Custom Glue Dots® rolls with two rows of adhesives on a wider liner were also manufactured. The SynchroDot Pro quickly and precisely placed the adhesives 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.

#### **Results: Multi-packs apply smooth sales**

In a matter of weeks, Glue Dots, the distributor and Facility Functions were able to develop a cost-effective, custom solution that met Carma Labs’ needs. Finney noted that the SynchroDot Pro paid for itself early into production. “Glue Dots integrated the SynchroDot Pro 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.”

