

Custom Products Score for Packaging Goals

Customized packaging ensures comprehensive protection for soccer goals during the storage and shipping processes.

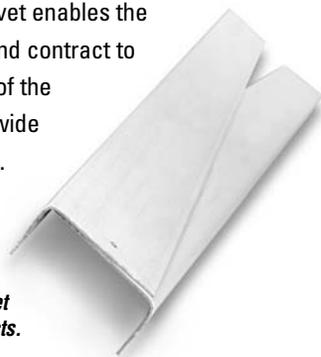


Using customized configurations of Laminations' value-added products has proven to offer the extra degree of product protection needed for packaging uniquely shaped sports equipment such as soccer goals.

Four customized Laminations products are used in 21 different sizes to create an effective, comprehensive packaging system. The main benefit of using customized packaging is that it conforms to the unusual shape of the goals, protecting them where they need it most. For example, a Riveted UChannel® that is notched on one end is used on goals with right angles. These pieces provide additional protection around the corners that frequently get dragged during transport. Before, the corners would often tear through their plastic wrapping, which would damage the paint or the product itself.

Many of the goals taper, and the tapers vary in width. To protect all the tapered edges with one packaging solution, a UChannel riveted on one end only was developed. The rivet enables the UChannel to expand and contract to conform to the shape of the product, protecting a wide variety of taper widths.

UChannel with single rivet adjusts to tapered products.

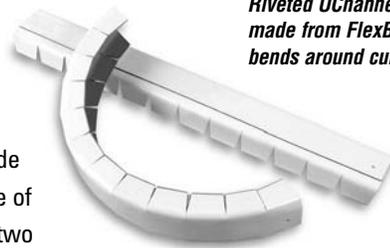


For goals that have curves, Laminations developed a Riveted UChannel made from FlexBoard®, which bends around the curves, providing solid protection without sacrificing strength.



Riveted UChannel with notch conforms to right angles.

Another customized Riveted UChannel, made from one piece of VBoard® with two pieces of VGuard® riveted to each end, is used on T-shaped portions of the products.



Riveted UChannel made from FlexBoard bends around curves.



VBoard/VGuard combination for T-shaped goal ends.

This new packaging system also cuts labor costs by saving time. The previous packaging method involved a complicated application of corrugated, stretch film, bubble wrap, thick plastic and black strapping. With the new method, two goal posts are held together with a thin layer of stretch film which is applied by hand. Next, the Laminations products are set in place, and white tape is used in critical spots to hold them securely. With pre-fitted parts, packaging assembly is easy for workers to learn and to do.



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SIC Codes:
3352 (Aluminum Shapes and Tubing)