Mindful Packaging Revolution

Introduction

In the dynamic landscape of cosmetic formulation and packaging, optimizations can yield substantial benefits. This customer success study delves into a collaboration between CDF, a leading innovator in packaging solutions, and a high end, globally recognized cosmetic brand. Together, we embarked on a journey to streamline the cosmetic company's facial cream packaging process, resulting in improved efficiency and financial gains.

Air Assist filling

Challenges

The company's process involved formulating large batches of facial cream with a viscosity of 10,000 CPS, akin to the thickness of sour cream or jam. These batches were then loaded into standard knockdown Intermediate Bulk Containers (IBCs) using conventional IBC liners. This cream was later transferred to the retail packaging unit, where manual intervention was required to drive the thick product through a dispense pump for filling 4 oz or 6 oz containers.

Challenges presented to CDF

Operator Dependency: The requirement for continuous operator oversight to manage the manual winder's operation.

Yield Loss: A significant residual yield loss of approximately 18 kg or 2%, valuing $25/kg, leading to both financial and product waste concerns.

CUSTOMER SUCCESS STORY

Customer

High-End Cosmetic Brand

Product

Cosmetic Cream

Application

Optimizing Cosmetic Cream Packaging Process for Enhanced Efficiency and Savings

> **"THE COSMETIC COMPANY'S PROJECTED USAGE OF 300 IBCS PER MONTH TRANSLATED TO A MONTHLY SAVING OF $90,000 BY INVESTING AN ADDITIONAL $7,500 ($25 X 300) IN THE AIR ASSIST LINER DESIGN.**

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The Innovative Solution

Our proposal was centered around the Air Assist® design, aiming to create a "hands-off" process that optimizes yield and reduces operational costs. This innovative approach promised to yield an impressive 99.5% from each IBC batch. An initial trial underscored the process's "hands-off" nature, yielding an average residual remaining product of just 6 kg (0.67%).

The financial implications were substantial

The Air Assist design enabled a remarkable 12 kg savings per IBC, resulting in an estimated $300 savings per batch.

While implementing the Air Assist design required an increased cost of $25 compared to their standard IBC liner, the potential savings far exceeded this investment.

The cosmetic company's projected usage of 300 IBCs per month translated to a monthly saving of $90,000 by investing an additional $7,500 ($25 x 300) in the Air Assist liner design.

Conclusion

The collaboration between the cosmetic company and CDF demonstrates the power of innovation in enhancing operational efficiency and financial viability. By adopting the Air Assist design, the cosmetic company was poised to realize significant savings, reduce operator dependency, and optimize yield. This success story underscores the significance of tailored packaging solutions in the dynamic cosmetic industry, paving the way for increased competitiveness, streamlined processes, and amplified returns on investment.

> **BY ADOPTING THE AIR ASSIST DESIGN, THE COSMETIC COMPANY WAS POISED TO REALIZE SIGNIFICANT SAVINGS, REDUCE OPERATOR DEPENDENCY, AND OPTIMIZE YIELD.**

The Air-Assist liner inflates automatically, after air supply is attached — leaving operator free to manage other tasks.

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