

How a Customer-Vendor Partnership Led to Cost-Savings and Innovation

Sarah Bertram, Marketing Coordinator

THE CLIENT

Pass & Seymour, located in Concord, NC, was established in 1900 when James Pass and Albert Seymour formed a partnership for the manufacturing of electrical porcelain. After over a century of growth and acquisitions, Pass & Seymour is now owned by Legrand and is a worldwide powerhouse specializing in commercial and residential electrical wiring devices.

THE CHALLENGE

In November of 2019, Pass & Seymour (P&S) conducted a Kaizen event in partnership with Complete Design & Packaging (CDP). Structural Designer, Joe Stemen, and Sales Manager, Doug Steman, represented CDP during the exercise.

Kaizen translates to “change for the better” and is a continuous improvement philosophy that manufacturers implement to identify opportunities for advancement. Pass and Seymour’s goal was to standardize, consolidate and communize their corrugated containers in order to achieve cost savings, better organization and clearer logistical flow. Over the course of the week-long event, 232 SKUs and 118 carton locations were analyzed for potential change.

“The most challenging part will be implementing the changes we suggest. All improvements have to go through the approval of corporate marketing; Once approvals are complete, we will get to work on making the manufacturing changes,” commented Doug Steman.

THE SOLUTION AND RESULT

The group spent time conducting safety and logistics analyses, gathering samples of cartons, and researching background information on each type of carton that is utilized in production at P&S.

After identifying low volume carton usage and testing products for fit, the Kaizen contributors pinpointed several places for monetary and space savings. It was determined that there were 61 different cartons that could be consolidated - this included the concept of 6 telescoping cartons to replace 19 single use cartons. In addition to consolidation and structural changes, it was also discovered that by switching from a two-color to a one-color logo, from E-Flute to B-Flute, or from white paper to kraft paper on certain cartons, P&S could achieve additional savings.

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Steve Peetz, Commodity Manager of Legrand, North America



THE SOLUTION AND RESULT CONT.

Once all identified changes are implemented, such as structural and graphics changes, **P&S will be able to save up to \$38,000 annually and 1,200 square feet of warehousing.**

“Joe and Doug understood the process from the get-go and jumped in right away. They were the ones who came up with the telescoping box idea. Not only will it help us save on resources, but it will also be more efficient for our production team members to assemble,” said Steve Peetz, Commodity Manager of Legrand, North America. “This experience was beneficial for us at P&S and we hope to revisit this process with CDP in the future.”

WHAT IS VERSIONING?

Versioning is printing **different art on the same structure** in the same production run. Essentially, you are creating different “versions” of the same package.

BELOW: Right- Wiremold’s previous litho label packaging specifying only the length in the lower left corner. Left- Two of Wiremold’s current packages specifying the length highlighted in the top right, and the color specified in both the picture of the product and written in the bottom left.



DIGITAL FEATURE: VERSIONING VENTURES

Wiremold, a popular Legrand product sold in most Lowe’s stores, is used to protect cables and prevent accidents. In 2018 when CDP installed the EFI Nozomi C18000, all Wiremold cartons were litho-labeled. Although a common approach at the time, Legrand utilized two different labels in order to save on overhead costs – one for the 5 foot and one for the 15-foot specifications. Contained in these cartons, however, were colors of product that may not have necessarily matched the packaging. It wasn’t uncommon for an unsuspecting customer to accidentally purchase the wrong color thinking what they were getting was illustrated on the outside of the package.

It wasn’t long before Legrand agreed to take the plunge into digital, becoming CDP’s first versioning project. They went from two art versions, specifying only the length of the product, to specifying both the length and the color (two lengths x four colors = eight different art versions). Versioning adds an incredible amount of value by gang running small quantities of versioned art instead of purchasing small quantities of several different labels. Though labels can be price efficient for large quantities, like what Legrand was doing previously, smaller quantities of labels drive the price up extensively. Today, not only is Legrand getting added value, but they are also awarded the flexibility of adding more product specifications or packaging designs in the future. And, as an added bonus, no customers will be making uninformed purchases!

About Complete Design & Packaging

At CDP, we create a unique packaging experience by assuring your packaging or POP display protects your product, projects your quality and presents your brand. We design and manufacture every conceivable kind of custom corrugated packaging and displays in our cutting-edge facility in Concord, North Carolina. You get evolved structural designs and state-of-the-art printing coupled with high

