



Package Performance

WHAT IS A PACKAGE SYSTEM?

The Distribution Supply Chain is the final opportunity for cost reduction. An optimized package system is a balance between the ruggedness of the product and just enough packaging to provide protection from the point of manufacture to the point of end-use. A synergy between the product and the package exists when a package system is properly designed. However, this synergy can only be achieved by testing both the package and the product.

WHY TEST A PACKAGE?

Every package is tested when it moves through the distribution environment. Unless you have damage, the opportunities to collect the results and draw conclusions about the packaging are few. Products often have too much packaging which increases expenses and reduces profits. The single biggest advantage to conducting a package test in a laboratory is to see how the package system performs and to make changes based on the results. The main objective of the package test is to:

- Optimize the performance of the entire package system
- Find a balance between the package costs and product protection
- Ensure the product is free from damage
- Make decisions about the best materials to use
- Reduce packaging waste
- Reduce overall supply chain costs
- Environmental benefits – an optimized package has a smaller carbon footprint



WHY TEST MY PRODUCT?

At a minimum the product response to vibration and shock should be known to determine the ruggedness of a product. Other areas of interest may include sensitivity to moisture, temperature, or altitude. Once the product testing is completed the results can be used to:

- Select an appropriate material to protect the product
- Identify the failure mode of the product
- Insure a functional product to the end-user
- Gain the confidence of the consumer
- Design a sustainable package

Package Testing Process

Ideally packaging should be part of the product design function. By identifying failure modes in the product and incorporating changes in the design phase, less packaging would be required. The following steps will help achieve an optimized package system.

- Determine the fragility of a product
- Evaluate the performance of the proposed or current package system
- Review the test results and determine if any package or product design changes are necessary
- Retest if the major design changes were necessary

Protocol Development

Westpak understands the specifications of a variety of industries. We can offer suggestions or develop an entire test protocol to fit your needs. ASTM, ISTA, ISO, ETSI, and IEC are just some of the standards bodies we use on a regular basis.

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