

Kraft Foods: Speed-to-market

Situation: Kraft Foods was looking to enhance the shelf impact of its spoonable Miracle Whip and new Sandwich Shop Mayo product lines. It had already been determined that extending the branding landscape around product containers would maximize visibility, but this could only be accomplished via a high-quality shrink sleeve.

The key was finding a dependable one-source contract shrink labeler to deliver that sleeve – one with specialized food industry expertise and a proven track record in speed-to-market capability.

Solutions: Kraft found the perfect partner in Verst. To dramatically shorten time to market, the label expert used their innovative pre-fill shrink sleeve decorating system on the new Miracle Whip and Sandwich Shop Mayo containers. They chose this efficient method knowing it would:

- Eliminate learning curves, thanks to in-house expertise
- Quickly reduce downtime and increase efficiency
- Reduce scrap
- Eliminate lost batches or product due to defective sleeves

Kraft was also concerned about food safety, but soon gained peace of mind knowing Verst uses current Good Manufacturing Practices (cGMP). These practices utilize culinary steam tunnels and drying systems to prevent empty bottles from being contaminated by the steam process. Not only was this a proven way to control micro-bacteria, mold and yeast growth, but it was also effective for performing daily air-quality testing.

Outcomes: Kraft was extremely pleased to see a boost in sales for its new Miracle Whip and Sandwich Shop Mayo lines. However, they were presented with a happy problem during the process: increased demand for the product line. To keep up with this demand, Verst saw the need to add additional capabilities.

Verst immediately installed a new NEM bottle descrambler, making it easier to orient and feed bottles onto the conveyor. This change alone reduced downtime and production costs – plus it allowed Verst to achieve output speeds of 300+ bottles per minute on multiple lines, meeting Kraft's increase in product demand.

Senior Manager of Packaging Procurement at Kraft Foods, summed it up best:

“Verst had both the shrink equipment and the specialized expertise we needed to get our spoonables product line to market in record time. Their automated system applied the redesigned shrink sleeve labels onto our Miracle Whip products in a fraction of the time it would have taken us to do it in-house – with no capital equipment costs for Kraft Foods and virtually no waste. They streamlined the entire contract decorating process.”



Locations Hebron, Kentucky

- 404,000 square foot facility

Case Study Industry Food

Other Industries Served

- Personal Care
- Home Care
- Beverage
- Automotive

Customers

- Procter and Gamble
- Kraft Foods
- Dial
- Dr. Pepper
- Reckitt Benckiser
- Welch's
- Miller-Coors
- Brown Foreman