

Universal Foam & Carton Solution for Large PC Towers

Large form-factor PC towers require durable transit protection for warranty, refurbishment, and aftersales. Reliance on model-specific packaging drives excess SKUs, larger inventories, and increased operational costs.

The Challenge

The client required a single-use, universal packaging solution capable of supporting a diverse range of large PC Towers regardless of model or brand. The challenges included:

- Deliver superior In-Box Protection during forward and reverse logistics.
- Eliminate reliance on non-recyclable foams like Instapak.
- Be cost-effective for low-to-medium volume shipment cycles.
- Allow easy pack-out with standardised solutions, improving packaging efficiencies.

Our Solution

We engineered a modular packaging kit combining custom-designed foam inserts with a heavy-duty corrugated outer carton—delivering a universal fit for large PC towers.

Key Features:

- Universal fit: Foam profiles designed to adapt across all large PC tower ranges, accommodating dimensional variations without redesign.
- Single-use foam profiles: Lightweight but high-density closed-cell PCW PE foam, providing excellent cushioning and impact resistance.
- Durable outer carton: Heavy-duty, double-wall corrugated construction, stackable and ISTA-compliant.
- Ease of use: Intuitive 4-step pack-out process suitable for warehouse and repair center environments.
- Sustainability: Foam and board grades selected for recyclability and reduced environmental footprint compared to PU-based Instapak.

Results & Impact

- **Damage Reduction:** Decreased product damage during transit from over 25% to under 5% for warranty and refurbished product shipments.
- **SKU Consolidation:** Replaced 7+ separate bespoke packaging solutions with a single universal kit.
- **Cost Savings:** Achieved a 15–20% reduction in packaging costs per shipment and significant savings in returned goods, repairs and BER.
- **Sustainability Impact:** Eliminated non-recyclable foams, replacing them with fully recyclable (PCW) PE foam and corrugated board.
- **Packaging Efficiency:** Cut average pack-out time by 30%, improving service turnaround for warranty and refurbishment workflows.

The universal foam & carton solution provided the client with a flexible and sustainable packaging system for large PC Towers. By consolidating SKUs, reducing product damage, and improving pack-out efficiency, the solution delivered measurable improvements across logistics, operations, and environmental performance.