

A Guide to Effective Stretch Wrapping

(Improving Our Customers' Satisfaction, Improving Brand Quality on Retail Shelves and Increasing Our Profits)

Three Keys to Effective Stretch Wrapping



How to Reduce Transport Damage by Effective Stretch Wrapping

Three Major Findings

about Stretch Wrapping in Our Part of the FMCG Industry

1. In-transit product damage is shockingly large.

Globally, the tissues, diaper, and other paper-based FMCG industries are losing about 218 million euros a year because products become damaged on the journey from mills to customers. Europe's share of this loss is about 50 million euros.

Reductions in primary and secondary packaging materials and ever present cost reduction pressures are making most products more difficult to stretch wrap. Fragile or delicate products like ours are especially hard to wrap effectively.

Unless we apply the same process controls we use to ensure the quality of our products to improving and maintaining the quality of our stretch wrapping our:

- A. "Off standard" costs will increase.
- B. Productivity will decline.
- C. The satisfaction and good will of our customers will suffer.
- D. Stretch film costs will increase.

2. The root cause of about 50% of in-transit product damage is ineffective stretch wrapping.

Stretch wrappers are inherently hard to setup and keep running at optimal levels. Few organizations have the knowledge or resources to maintain high quality stretch wrapping over the long term.

In Europe alone, the in-transit damage caused by ineffective stretch wrapping alone amounts to some 25 million euros a year. At least half of this damage can be avoided just by improving the quality of stretch wrapping.



3. We can't fix this by ourselves.

Novak Djokovic and Roger Federer are both great tennis players. In fact, they're two of the world's best. Something else they have in common is they don't try to coach themselves. They hire coaches.

Djokovic employs Boris Becker and Federer uses Stefan Edberg. Djokovic and Federer know, even though they're experts themselves, they need dispassionate analysis and coaching and that it must come from outside.

The same is true for high volume stretch wrapping. It's more complex and harder than it seems. Yet the benefits of shifting to effective stretch wrapping far exceed their costs and are realized faster and better when collaborating with a trusted coach.



What's Next?

Forward thinking FMCG managers are implementing these stretch wrapping practices:

- 1. Understanding their existing stretch wrapping capabilities and the limitations of their existing stretch wrappers.
- 2. Optimizing their stretch wrapping practices, reducing in-transit damage, and cutting materials costs by following **Lantech's 10 Steps for Damage Reduction through More Effective Stretch Wrapping**.
- 3. Preparing for continued emphasis on improving the quality of their stretch wrapping.

A Short Guide to Effective Stretch Wrapping

There are Three Keys to Effective Stretch Wrapping - Key 1:

1. Containment Force



Containment force is the holding power applied to the load by the stretch film. It's what holds the load together as it moves through the supply chain.

Containment force is the critical stretch wrapping metric. It's measured in kilograms or pounds with a tool designed specifically for that purpose.

There is a containment force value for every type of product load. To maximize the probability of successful shipment, at least this value (holding power applied by the film) is required to be present everywhere on the load.

Containment Force Recommendations

Using Lantech's CFT-5 Containment Force Tool

Very Light Loads
(2 - 5 lbs)

0 - 200 kg

Paper Towel Bundles
Empty PET Bottles
Empty Containers



Stable Mid-weight Loads
(5 - 7 lbs)

200 - 500 kg

Cartons
Trays



Heavy Unstable Loads
(7 - 12 lbs)

500 - 750 kg

Tall
Narrow Cartons
Unstable Beverage



Very Unstable Loads
(12 - 20 lbs)

750 - 1.000 kg

PET Water



*Containment force recommendation is starting point only and does not guarantee successful shipment. It is based on Lantech's field observations.



Lantech's CFT-5 Containment Force Tool

Provides a fast, simple, consistent and nondestructive way to measure containment force. Be aware that there are many different containment force tools available and the measurements taken with one type of tool will not correspond with the measurements of other tools.

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There are Three Keys to Effective Stretch Wrapping - Key 2:

2. Load-to-Pallet Bond



If the product load isn't secured to the pallet, it can slide off during shipment and become damaged. The load-to-pallet bond is best accomplished by a device like Lantech's Pallet Grip that rolls the bottom 12 to 15 cm of the film web into a tight cable and then drives it down onto the pallet about 2.5 cm beneath the deck board.

See Illustration.

This position is high enough to prevent the cable from being hit or broken by pallet jack or forklift blades yet low enough to create a secure bond that "locks" the load to the pallet.



Why stretch wrapping to the bottom of the pallet is a bad idea:

When the stretch film is punctured by the forklift or pallet jack forks, the containment force at the bottom of the load is reduced. This increases the risk of load failure during shipment.



There is also a risk that the punctures in the stretch film will propagate, causing the punctures to expand up the load, further reducing containment force on the load and adding to the risk of load failure.

A Short Guide to Effective Stretch Wrapping

There are Three Keys to Effective Stretch Wrapping - Key 3:

3. No Film Tails Longer than 10 Centimeters



Besides being unsightly and detracting from brand image, film tails can lead to common, yet serious, problems:

A. Loss of containment force from film unwinding on the load.

B. Load failure from tails getting caught on conveyor rollers or in automatic storage and retrieval systems.



Questions? Please contact:

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A Note about Lantech

Lantech invented stretch wrapping in 1972 and is one of the world's largest manufacturers of stretch wrapping equipment. They have over 350 stretch wrapping patents and manufacturing plants in the United States and Netherlands. Lantech focuses on helping their customers reduce waste caused by ineffective stretch wrapping. Their global sales, technical support, and logistics network lets them support customers where ever they are located.

Lantech®