CASE STUDY

TRANSFORMING TORTILLA CHIP PACKAGING FOR EFFICIENCY AND COST SAVINGS

CLIENT OVERVIEW

A growing tortilla chip manufacturer was experiencing bottlenecks due to a manual packaging process. Their team was hand-filling and weighing product into pre-made bags, which limited output, increased labor costs, and created quality inconsistencies.

THE CHALLENGE

The client faced three primary issues:

- Labor-Intensive Process: Manual filling and weighing required significant manpower, driving up labor costs and slowing production.
- High Packaging Costs: Pre-made bags were more expensive compared to rollstock film options.
- Inconsistent Output: The manual process restricted production capacity and made it difficult to scale with demand.

OUR SOLUTION

We implemented a comprehensive packaging optimization strategy:

1. **Equipment Upgrade: VFFS Integration**
   We helped the client transition to a Vertical Form Fill Seal (VFFS) system, enabling them to:
   - Automate bag forming, filling, and sealing
   - Increase throughput dramatically
   - Reduce dependency on manual labor
2. **Packaging Redesign for Lap Seal Application**
   The original bag artwork was designed for pre-made packaging and did not translate properly to rollstock film. Our team:
   - Re-engineered the artwork layout to ensure compatibility with a lap seal format
   - Prevented critical branding elements from being cut off during sealing
   - Maintained brand integrity while optimizing for machine performance
3. **Continuous Background Pattern Development**
   To eliminate visual inconsistencies caused by slight variations in cut position, we:
   - Redesigned the background into a continuous repeat pattern
   - Ensured the packaging looked seamless regardless of where the cut occurred
   - Improved shelf appeal and professional presentation
4. **4. On-Site Implementation & Quality Assurance**
   To ensure a flawless transition:
   - We traveled on-site to install and dial in the VFFS machine
   - Conducted live production testing
   - Verified that the newly printed film aligned perfectly with machine operation
   - Made real-time adjustments to guarantee optimal performance

THE RESULTS

- **Significant Labor Savings** - Automation reduced manual handling, freeing up labor for higher-value tasks.
- **Lower Packaging Costs** - Switching from pre-made bags to rollstock film delivered substantial cost reductions.
- **Increased Production Output** - The client achieved higher throughput and improved consistency.
- **Reduced Cost of Goods Sold** - Combined labor and material savings directly improved margins.
- **Improved Packaging Quality & Brand Presentation** - The new design ensured consistent, professional-looking bags every time.

CLIENT OUTCOME

The transition was seamless, and the customer was extremely satisfied with both the process and the results. They now operate with a more scalable, efficient packaging system that supports their growth while protecting their bottom line.

KEY TAKEAWAY

By combining equipment optimization, packaging design expertise, and hands-on implementation, we helped this client turn a labor-heavy process into a streamlined, cost-efficient operation—boosting both productivity and profitability.

IPS PACKAGING & AUTOMATION

GET IN TOUCH
800-277-7007 | ipack.com
CORPORATE OFFICE
701 Brookfield Parkway Suite 300
Greenville, SC 29607