

CASE STUDY

ELIMINATING BLISTER CARD FAILURES & IMPROVING PACKAGING PERFORMANCE

CLIENT OVERVIEW

A fast-growing manufacturer using trap blister packaging was sourcing blister cards from overseas suppliers. While the initial unit cost appeared competitive, ongoing issues with quality, sealing performance, and lead times began to create production inefficiencies and hidden costs that impacted their ability to scale.

THE CHALLENGE

As production volumes increased, several critical issues became more apparent:

- **Unreliable Heat Seal Performance:** The blister cards were not engineered for consistent heat seal performance. Uneven coating activation caused sticking, surface distortion, downtime, increased scrap, and packaging that appeared damaged or partially melted.
- **Environmental & Safety Concerns:** Many of the imported cards used solvent-based adhesive systems, raising worker safety concerns and creating a less sustainable packaging solution as environmental expectations continue to grow among brands and retailers.
- **Long Lead Times & Lack of Flexibility:** Overseas production introduced long and inconsistent lead times. This made it difficult for the client to respond quickly to changes in demand, update artwork, or recover from inventory shortages without significant delays.
- **Print Quality & Material Performance:** Variability in board quality, coating application, and print registration led to inconsistent performance. Some shipments ran well, while others caused packaging line issues, increasing rework and unusable inventory.

OUR SOLUTION

We transitioned the client to a domestically produced blister card program designed specifically for consistent performance in trap blister applications—without increasing their overall packaging costs.

- 1. Engineered Heat Seal Coating for Performance**
We implemented a heat seal coating system engineered to activate consistently within a defined temperature and dwell window. This eliminated sticking and surface distortion, allowing the packaging to run cleanly through sealing equipment, improving uptime and reducing scrap.
- 2. Transition to Cleaner, Safer Production Methods**
The new blister cards were produced using more environmentally responsible coating technologies, eliminating the need for solvent-heavy processes. This not only improved the sustainability profile of the packaging but also aligned the client with evolving expectations from retailers and consumers.
- 3. G7-Certified Printing for Consistency & Quality**
Production was moved to a G7-certified printing facility, ensuring consistent color accuracy and repeatability across runs. This gave the client confidence that their packaging would maintain a high-quality, professional appearance at retail without the variability they had previously experienced.
- 4. On-Site Implementation & Quality Assurance**
By shifting to domestic production, lead times were reduced to 2–3 weeks. This allowed the client to respond faster to demand changes, reduce inventory risk, and improve overall supply chain efficiency. What was once a rigid and slow process became flexible and predictable.
- 5. In-House Graphic Design & Prepress Support**
Our in-house design team reviewed and optimized all artwork prior to production. This included checking for die line alignment, seal area conflicts, and overall layout accuracy. Catching these issues reduced the likelihood of costly reprints and accelerated the approval and production process.

THE RESULTS

- **Eliminated Sealing Issues:** The new blister cards ran cleanly without sticking, melting, or visual defects, removing a major source of downtime and frustration.
- **Maintained Cost Neutrality:** The client was able to upgrade to a significantly better-performing product without increasing their packaging costs.
- **Faster Time to Market:** Lead times were reduced from overseas timelines to just a few weeks, improving responsiveness and planning.
- **Improved Shelf Appearance:** Higher print quality and better material performance resulted in packaging that matched the quality of the product inside.
- **More Predictable Operations:** Reliable inputs created a more stable and efficient packaging process overall.

CLIENT OUTCOME

The client successfully transitioned from inconsistent imported blister cards to a reliable domestic solution that performs consistently in production. Without increasing costs, they improved packaging quality, reduced waste, and gained the flexibility needed to support continued growth.

KEY TAKEAWAY

Blister card performance impacts more than material cost. It directly affects uptime, waste, and product presentation. By investing in engineered coatings, consistent print quality, and responsive domestic supply, companies can eliminate hidden inefficiencies and build a more scalable packaging operation.



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