



**fast**  
**smart**  
**responsible**

Consortium Companies, a leader in the in-store merchandising industry serving the world's leading brand manufacturers, manages the full point-of-purchase supply chain including design, engineering, production, assembly and fulfillment of temporary and permanent displays. Shell Lubricants is one of the global leaders in the lubricants industry, manufacturing and marketing a range of top quality lubricant products, from food-quality formulations to industrial greases, truck, car and motorcycle lubricants.

## **The Challenge**

Shell Lubricants was launching a new automotive wheel cleaning product to be sold in large retail outlets and auto parts stores across the country. The tube of wheel cleaning polish was to be packaged in PETG (glycol-modified polyethylene terephthalate) thermoform clamshell units with a drill-mounted cleaning tool and two graphic marketing cards. Consortium Companies, chosen as the turnkey partner to manage the design and production of packaging materials needed to find a packaging company that would provide packoff services as well as recommend a method of sealing the clamshell packaging that met with their strict packaging requirements:

- The seal method must prevent product tampering
- The seal method could not deter from the final package appearance
- The seal method must work with PETG material
- The seal method could not require a large capital investment
- The seal method had to be cost effective to assemble

## **The Solution**

Consortium chose NFI Contract Packaging and Decorating as the fulfillment provider for a number of reasons:

### **Packaging Engineering**

NFI Contract Packaging engineers had the experience and creativity to step up to the packaging challenge and develop a number of solutions in a very timely manner.

### **Quality**

Shell had toured and qualified NFI Contract Packaging, issuing high marks for robust quality systems, packaging innovation, breadth of promotional services offered, and plant housekeeping.

### **Stability**

NFI Contract Packaging and Decorating is a division of NFI, an integrated supply chain solutions provider that has been in business for over 75 years.

## **The Result**

Four packaging alternatives were presented to Shell/Consortium with a UV sealing method chosen as the best overall method. It met all the packaging requirements plus the overall equipment cost could be cost justified over the initial rollout quantities, a key selling point. In summary, the UV option provided an attractive cost per unit to assemble, and allowed for the highest daily output with the lowest associated labor cost.