



# NEWS YOU CAN USE

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## Objective: Lower Cost per Use on Carton Sealing Tape

### Case Study: Using Your Consumer Sensibility Meter

BY RANDY PALMER

Regardless of where or when we purchase products, we all have personal likes and dislikes. We are consumers at heart.

This holds true whether we are buying a package of paper towels for our house or several hundred cases of carton sealing tape for our business. The questions are the same and simple: Do I like the way they work? Am I paying a fair price?

Here is a perfect example.

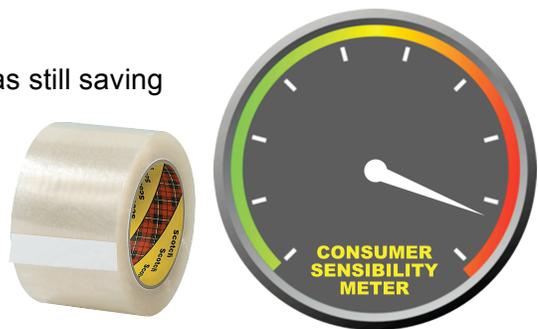
One of our customers was purchasing several hundred cases annually of what he believed was a quality and fairly-priced carton sealing tape. The Accutech team presented 3M upper scotch carton sealing tape. This is a high-quality option that was 30% higher cost per roll. That said, the value in 3M products is always based on cost per use.

At first, our customer did not see the value in the 3M tape, then something interesting happened.

As it turned out, he happened to be moving and decided to take home a roll of his current tape for packaging boxes. After packing several boxes and leaving them overnight in his garage, he was greeted the next day with a surprise. Every box sealed with his current tape had popped open. That day he brought home a sample roll of the 3M tape we had provided and resealed all his boxes. The next morning all the cartons were still securely closed. Result: his Consumer Sensibility Meter kicked in! If his current tape was failing at home, it was likely happening at his business, which he confirmed with further research.

The bottom line: Even at 30% higher cost per roll, he was still saving 70% cost per use on his tape by switching to 3M tape!

Call the Accutech team to explore how 3M tape and equipment can help you put your Consumer Sensibility Meter to work saving you money today!



**About Accutech:** Accutech Packaging produces custom plastic thermoformed packaging, paper mailers and envelopes, and paperboard specialties. We also offer in-house tooling, design and product fulfillment. In addition, Accutech manufactures mail order packaging equipment to automate the outbound shipping process.