



ORBIS Brings Packaging Innovation to HEB

Plastic reusable packaging increases their inventory turns by 400%

Packaging Application:

H.E. Butt Grocery Company (HEB) packs meat and products to order, which allows them to pack two days prior to delivery. HEB used plastic reusable containers for meat processing as well as for bakery, dairy and general merchandise distribution and was accustomed to the benefits of reusable plastic containers and pallets.

Packaging Challenge:

The container used in the HEB system did not deliver maximum efficiency for their logistics program. According to the HEB Meat Processing Manager, "The old containers we used had no lids, which made stacking difficult. We didn't want to deal with the logistics of matching detached lids with containers. Containers with attached lids are easier to palletize because they can be quickly placed anywhere on the stack."

Packaging Solution:

HEB selected the ORBIS model GA6040-27 (attached-lid stack-and -nest container) for its Laughlen conveyor system which is used for filling and palletizing. The container met their needs and no adjustment to their conveyor system was necessary. The conversion from HEB's previous tote supplier to ORBIS has enabled HEB to reduce its fleet of containers from 35,000-24,000 and increased inventory turns 400%. "This has increased the weight efficiency of the HEB delivery trucks. We generally ship between 4,000 and 6,000 totes per day," states the HEB Meat Processing Manager. "These containers work very well within our delivery system."

Results:

- Increased inventory turns by 400%
- Cost savings of roughly \$6 per tote
- 50% increase in storage efficiency
- Improved pallet utilization. HEB can fit 33% more containers per pallet, with no overhang
- Seamless interface with existing conveyor system
- New tote is 3.5 lbs lighter than previous container
- Stack and nest design provides storage and handling efficiency.
- Increased weight efficiency of HEB delivery trucks



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