

TAYLOR

# Pouch Replaces Clamshell With Dramatic Results

## Challenge

Alien Gear, a firearms accessory company, was in search of a better packaging solution for its holster products. The current clamshell package design was labor-intensive on the production line, requiring employees to manually assemble the plastic clamshell, card stock insert, and two SKU-specific labels as each holster was inserted. Alien Gear wanted a packaging format that streamlined production while also strengthening brand image among consumers.

## Solution

Taylor's packaging consultants devised a flexible packaging solution that simplified Alien Gear's assembly workflow and enabled the brand to showcase each product's key features:

- Five custom flexible packaging pouches were developed, three stand-up (SUP) pouches and two with side gussets and box bottoms. This assortment accommodated Alien Gear's entire product line — 50 SKUs in all.
- The pouches were digitally printed with variable, SKU-specific information that eliminated the need for labels.
- Reclosable Aplix® closures enabled consumers to open the package and examine the holster before making a purchase.
- Clear windows and vibrant colors enhanced shelf appeal.

## Results

Replacing the multi-part clamshells with pouches dramatically improved the efficiency of the manufacturing process.



### Cost Savings

The switch from rigid clamshells to flexible packaging slashed Alien Gear's costs:

- Pouches cost 61% less than the combination of clamshells, cardstock inserts and labels.
- Assembly line labor hours fell by 66%.
- Administrative costs were reduced by ordering one SKU vs. three.
- The space-efficient pouches required less warehouse space.



### Sustainability Gains

Nearly 84% less plastic was used and one inbound truck vs. three reduced transportation emissions.