

Better Packages, Inc. Success Story

DisneyStore.com Fulfillment Center

DisneyStore.com Fulfillment Center decided to switch from plastic tape to BetterSeal Secure Tape and Better Pack Dispensers to protect Disney's well established brand image and maximize their packaging productivity.



Better Pack® 500 Electronic Tape Dispenser

The Walt Disney Company was founded in 1923 and has become one of the world's best known producers of quality family entertainment. DisneyStore.com Fulfillment Center ships upward of 5,000 cartons per day of Disney-branded merchandise. This state-of-the-art fulfillment center, located in Jonesville, South Carolina, fulfills orders placed through DisneyStore.com, Disney Store retail locations and Disney theme parks.

During a best practices analysis, the fulfillment center recognized that the plastic packaging tape—applied with handheld tape guns—used to seal their outgoing corrugated cartons was time consuming, looked sloppy

and didn't support the Disney image of quality. While visiting a leading direct marketing company based in Maine, they saw Better Pack electric tape dispensers in use. Disney was impressed with the productivity of the packers using the dispensers and the clean, professional look of the cartons sealed with paper tape.

In October of 2008, the DisneyStore.com Fulfillment Center in Jonesville, SC switched from using plastic packaging tape applied with handheld tape guns to BetterSeal Secure Tape and Better Pack Dispensers.

Once the decision to switch to paper tape was made, the decision to purchase Better Pack dispensers ultimately came down to productivity, safety and reliability.

Just as Disney has established a name for itself by providing quality family entertainment, for over 90 years, Better Packages' exceptional products and service have made the company the world's leading manufacturer of paper tape dispensers and carton sealing systems. To date, dozens of Better Pack 500 model dispensers have been installed at the DisneyStore.com Fulfillment Center.

Better Packages, Inc. Success Story

255 Canal Street
Shelton, CT 06484
Website: www.BetterPackages.com

Phone: 800-237-9151
Fax: 203-926-3705
E-mail: info@betterpackages.com

