

New Design Simplifies Assembly Project

Sealed Air® meets the challenge as Ford Motor Company incorporates CelluPlank® LA and Cellu-Pak® PB into a returnable tote with an inside surface almost completely covered in Class A approved materials.

While launching the new Ford Mustang, The Ford Motor Company was seeking a low-cost innovative solution to placing the Backside Panel glass into their returnable loop. The glass is a very visible part of the car and must be protected from damage and abrasion. This part has a long round trip making space inside their trucks a premium.



The problems facing Ford Motor Company was the design of returnable totes; too much space between parts, a 35 pound weight limit per tote, and a non abrasive packaging material.

The solution: Sealed Air Corporation's CelluPlank® LA and Cellu-Pak® PB polyolefin foams to provide both Class A surface and damage protection!

This new package design combined die cut CelluPlank® LA foam heat welded to CelluPak® PB. The efficient new design of the packaging material combined with the tote meets the 35 pound weight criteria and eliminates wasted space. This innovative solution also made it easy for workers to load and unload the glass while still having cushion protection around the glass.

Ford Motor Company now has a returnable tote with an inside surface almost completely covered with Class A approved Sealed Air® polyolefin foam materials. Their trucks are now loaded with glass instead of wasted space and their employees can easily restock their lines with 35 pound totes instead of waiting for forklifts to bring bulky steel racks to the line.

Relatively new to the automotive market, CelluPlank® LA and Cellu-Pak® PB are closed-cell polyolefin foams that can be easily fabricated and reused for material handling. They are an efficient and cost-effective solution for the automotive industry!

