

CASE STUDY

DOT SHOT PRO

Glue Dots® Helps Candle & Oil Manufacturer Meet Deadlines



In a competitive buyer's market where consumers have more options than ever before, package design has become a vital tool to increase brand awareness and sales. So when a specialty candle and scented oil manufacturer had a 10,000-unit order that would possibly be delayed, due to the new product's flawed package design, they knew they needed to find a fast and cost-effective solution and turned to Glue Dots® for help.

The Problem

Labels Get Lost

The candle manufacturer was preparing to launch new scented oils, and already had orders from national retailers and boutique stores who were anxious for the new product. The package consisted of a carton with a window to view the product and a corrugated die-cut piece to hold the product in place.

After they received the packaging materials and began assembling, they noticed that the bottles tended to rotate in the carton moving the label from view. In addition, when the carton was in the vertical display position the bottle tipped out of the die cut window, increasing the potential for missing or damaged products.

The Solution

Glue Dots Keep Things in Order

The problem was quickly resolved with the help of Glue Dots International's instant-bonding adhesives. Super High Tack, High Profile Glue Dots were applied to the inside rear of the box where the bottle rested. The strength of the bond held the bottles in place and kept the labels facing forward.

The candle manufacturer opted for the versatile Dot Shot® Pro applicator to apply the Glue Dots. This made it quick and easy for workers to apply the adhesive in the exact location it was needed.

The Result

Manufacturer Meets Deadline

With a 10,000-unit order already placed by a national retailer, the candle manufacturer had a strict deadline, and a complete package re-design wasn't feasible. Glue Dots' simple and versatile products proved to be the perfect solution!

"Glue Dots allowed us to make that shipment on time," said the president of the candle manufacturing company. "We were able to do it quickly and cost-effectively."



Key Takeaways

- Super High Tack, High Profile Glue Dots enabled the branding to remain customer-facing & saved the manufacturer from having to re-design their packaging
- When combined with the Dot Shot Pro, Glue Dots were easily applied to the exact location needed
- Using Glue Dots' adhesives and applicators enabled the customer to meet their shipping deadline

