



# Putting The Fun Back Into Packaging

*The corrugated market is getting tough with over capacity and the slowdown economic growth. Therefore you have 2 choices only either fighting in the red ocean for a lower margin or switch to the "blue ocean" with a new innovative products.*

**From**



**Flat**



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Several U.S. independent converters have teamed up with a South Carolina company to offer a new style of collapsible fast setup box. Offering their customers a solution that adds value. The patented process was developed by Donn Costanzo, an industry veteran who was looking for an innovative and alternative corrugated packaging solution. While working at a small sheet plant he developed pop-up style boxes that had the potential to reduce fiber content, offer better stacking strength, nest within themselves and eliminate premaking cartons and the need for taping.

ThatBox™ is actually a catchall name for the machine, the company, and the process that offers board converters a new opportunity to produce innovative designs for collapsible fast setup boxes.

Costanzo, who has 25 years of corrugated industry experience and is owner of The Packaging Warehouse, Inc., in Fort Mill, S.C., engineered the patented ThatBox specialty folder-gluer. The 8-x 20-ft long machine currently runs microflute up to doublewall. Machine speed is about 3600 boxes an hour, or one a second, and makeready times average 20 minutes. It can use cold set or hot melt glue and comes standard with a Valco Melton hot melt glue system and Allen-Bradley touch screen controls. The machine usually requires two operators.

The machine can produce a wide range of box sizes and shapes, including retail packaging and P-O-P displays, and offers advantages over traditional designs. The boxes can be taped or, depending on the design, closed with a quick locking tab. No knives or tools are needed for breakdown.

Additionally, they have reduced raw material usage by up to 46% and have been proven to reduce setup time by 50% over the typical 1-2-3 bottom box, 38% on the typical crash-lock equivalent and by as much as 66% over fold-up designs, Costanzo says. Order sizes off the machine are not limited to smaller quantities. Costanzo says most of the jobs he runs range between 20,000 and 500,000.

The equipment and box designs can be leased and licensed by box makers or end-users. The lease runs for two years with automatic renewals. ROI is estimated at six months to one year. ThatBox has established an agreement with the plants that lease the machines, giving them exclusivity to serve their respective regions of the country.

ThatBox offers a program where converters can plug in the size or dimension of the box that they are trying to replace to find out if ThatBox is a more suitable design. The company is also working on marketing kits because the sales approach is different from selling a traditional box. "You're usually selling on price," Burke says. "We look at how our design could save them money and then sell on total cost savings, be it labor, downgrading board, or tape savings, to be able to put the total cost solution together."

