



Executive Summary

CUSTOMER:
Hommel Hercules®

INDUSTRY
Tools Wholesaler

CHALLENGE:
Product damage
and fulfillment speed

SOLUTION:
NewAir I.B. Express®

KEY RESULTS:
Eliminated damage
during shipment;
Increased packing
speeds

DIVISION:
Product Care

REGION:
EMEA

QUICK FACTS

19K

*Products in Hommel Hercules'
Atorn product line*

86%

*Increase in Fulfillment Speed-
As compared with previous
packaging*

100%

*Reduction in Damage
During Shipment*

CUSTOMER FEEDBACK

“That's why it was a huge goal for us to have superior packaging material, a versatile machine and a quick handling process. Luckily, we found that with New Air.”

*- Thorsten Wissman, Team Leader Packing and Shipping,
Hommel Hercules*

NEWAIR I.B. EXPRESS® PRODUCT FEATURES

- **SPEED**- Produces 55ft of Barrier Bubble® material per minute
- **ELIMINATES MATERIAL WASTE** -Patented Barrier Bubble® and inflation technology maximize air cell inflation, allowing customers to reduce wraps per pack
- **SPACE SAVINGS** - Material stores flat and inflates on-site
- **INCREASED TRANSPORT EFFICIENCIES**- Material ships flat, taking up a fraction of the truck space needed to ship conventional packaging materials
- **SUPERIOR PERFORMANCE** - Up to 90% reduced air loss versus competitive materials

CHALLENGE

Hommel Hercules® is a global wholesaler in the tools sector, specializing in supplying industrial companies in every branch of industry with high-quality tools of all kinds.

With over 19,000 items ranging from drills, milling cutters, grinding and cutting tools, as well as measuring equipment, workshop supplies and operating facilities, it's ATORN line offers an extensive range of products and is being continuously being enhanced by new products.

"We always have to carefully pack our shipments because they're transported with several different shipping methods. We give them to a large shipping company, and they usually go through five other hands or departments," explains Thorsten Wissman, Team Leader Packing and Shipping, Hommel Hercules.

With customers worldwide and Saudi Arabia, China and Turkey amongst its biggest business areas, Hommel ships overseas via sea and air freight on a daily basis resulting in packages that could be in transport for up to six weeks.

"That's why it was a huge goal for us to have superior packaging material, a versatile machine and a quick handling process. Luckily, we found that with New Air."

SOLUTION

The NewAir I.B. Express® system provides Hommel with the versatility, speed and packaging performance to withstand the rigors of various transport methods.

"The New Air film is extremely durable. Its firmness is an essential quality. In fact, you can leave it lying around for a year without a problem. It will still have air left in it. These features make it indispensable."

And the wholesaler's productivity has peaked substantially as employees no longer have to wait 10 to 15 minutes for material to inflate, or constantly stop to watch over pre-production of their former packaging material.

"We are definitively faster. With New Air, I just need two minutes and I have a full roll of inflated packaging," explains Wissman.

"This machine's ease of use also allows us to set it up wherever it's needed at that moment. This flexibility is essential. And, I don't need additional storage space."



RESULTS

- 100% Reduction In Damage During Shipment
- 86% increase in Fulfillment Velocity
- Improved Customer Satisfaction

"Our customers are very satisfied with it. Some of them even reuse it afterwards, which is another advantage. Our sales representatives report that customers are saying things such as **'the film is great, the package arrived in clean condition, nothing is broken, nothing is dented'.**"