



Executive Summary

CUSTOMER:
RECA Norm®

INDUSTRY

Assembly and fastening materials

CHALLENGE:

Product damage and increasing throughput demands

SOLUTION:

Fill-Air® Rocket Void Fill Solution

KEY RESULTS:

90% Warehouse Space Savings

DIVISION:

Product Care

REGION:

EMEA

QUICK FACTS

74K

RECA CUSTOMERS PREFER AIR PILLOWS OVER PAPER PACKAGING

3500

ORDERS PACKED AND SHIPPED PER DAY

90%

Warehouse Space Savings

CUSTOMER FEEDBACK

"Moreover, when we switched to air pillows we surveyed our customers to see which customers preferred we still use paper. We now have 74,000 active customers, only 11 of whom request we still use paper packaging."

- Timm Walter, Group Leader- Logistics, RECA Norm

Fill-Air® PRODUCT FEATURES

- Unrivaled Speed: Produces 100 feet of air pillow cushions per minute
- Simplified Operation: Plug in and load film and system is ready for operation
- Versatile: Fill-Air films are available in three width, creating 15 possible sizes
- Adapts to Any Size Business: Offers accessories to fit small to large businesses
- Convenient: Takes up little space and is completely mobile
- Customer Satisfaction: Product arrives in a neat professional package

CHALLENGE

The core business of RECA Norm is the international direct sale of high-quality tools and connecting technology for customers from the trades and industry.

With three locations in Kupferzell and seven additional locations throughout Germany, RECA ships over 3,500 orders, next day delivery, to customers across Europe.

For RECA, quality is a top priority.

“Naturally, it’s our goal to be the most customer-oriented direct sales company on the market,” explains Timm Walter, Group Leader- Logistics, RECA Norm.

“The challenge is to ensure our customers receive their purchases quickly and in a clean and unbroken condition, avoiding shipping damage.”

After historically utilizing kraft paper for void fill packaging, RECA sought an alternative solution that would allow the growing company to pack “more efficiently and economically.”

“When using Kraft paper, if the package suffers from an impact, it’s no longer as resistant. The protection just disappears.”

SOLUTION

After exploring several alternatives to paper, the space-saving capabilities and superior performance of the Fill-Air Rocket far exceeded RECA’s performance and operational expectations.

“We’ve already seen significant savings with the change from kraft paper to the Fill-Air Rocket air pillows. With the Rocket, we need a lot less storage room for pallets,” explains Walter. “We used to store about 33 pallets of paper in our warehouse. Amazingly, we now need to store just 2 pallets of Fill-Air film.”

And with the Rocket’s high-performing inflate-on-demand technology, RECA saw increased speeds and damage protection qualities its previous packaging material could not have matched.”

“We are able to pack and ship more quickly because stuffing extra space in boxes with paper is no longer necessary. The Fill-Air pillows are also much stronger than paper and produce much less packaging waste.”



RESULTS

- 90% Warehouse Space Savings
- Improved Damage Protection
- Increased Fulfillment Speeds
- Material Waste Reduction
- Increased Customer Satisfaction

Moreover, when we switched to air pillows we conducted a customer survey to determine which customers still wanted their goods shipped in paper. We now have nearly 74,000 active customers, **only 11 of whom requested that we still use paper packaging.**”