

CASE STUDY

# Frozen dog food

**Ranpak**<sup>®</sup>

Deliver a  
Better World<sup>™</sup>

# Protecting frozen dog food during shipment

More than two years ago, two dog lovers saw market demand for raw dog food - as a diet to improve dogs' health - and developed and launched a product based on scientific evidence. The result was an enriched range of foods for all dogs of all ages, and a promise to improve the recipe further whenever possible. It proved to be a winning formula, with 30% business growth in 2020.

To continue with this success, one key challenge was to optimize packaging. Not only to meet their customer needs to get away from plastic, but also to reduce packaging costs to optimize the organization's financial situation.



## Customer needs

### Thermal protection

The raw dog meat had to be stored at -20°C, with three different box sizes for different order quantities. Transit time was up to 24 hours on the road, so good insulation was vital.

### Ease of use

Delivery within 24 hours meant fast turnaround, packers only had 30-45 seconds to prepare a box with up to 20kg of meat. A thermal packaging solution that is easy and fast to work with, was required to meet these requirements.

### Sustainability

Customers buying fresh meat for their dog want to see packaging that has the smallest possible impact on the environment – especially a change away from plastic.

### Cost savings

Direct cost reduction was a goal, in the context of high existing packaging costs using returnable wool-lined boxes.



## Our solution

Ranpak proposed WrapPak® Protector paper pads. These pads trap air and prevent heat conduction, creating an exceptional insulator for cold chain applications. The client first wanted to be convinced that these waved pads could match the existing plastic liner filled with wool.

An existing box was lined with the new pads, and frozen food packs inserted without dry ice, and the box taped. After being dispatched to one of the client's co-founders through the regular channel, and left unopened for more than 32 hours, contents were still frozen – even at the side of the box.

In close co-operation with our local distributor in the UK, Ranpak then made further improvements to the boxes, adding dry ice as additional security. Finally, packaging instructions were provided to the logistic team.



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*Our mission is to save as many dogs lives as we possibly can! And when providing a unique, healthy food formula, we also wanted to support that with a sustainable packaging solution. Ranpak thermal packaging convinced me right away.*

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## Business results

### Easy integration

The firm's distribution manager said efficiency gains were impressive: "The WrapPak Protector converter is really easy to operate and the wavy paper pads show a consistent high quality. My packers position the paper pads easily in the box and the complete process was easy to optimize into our existing situation."

### Happier customers

The reactions from customers after switching to wavy paper pads were summed up by the distribution manager: "The most striking one is branded in my head: BRILLIANT."

### Cost and sustainability gains

The green image made possible by WrapPak pads went hand-in-hand with high direct cost savings. Packaging speeds were high, and costly return shipments were no longer needed thanks to the curbside-recyclable packaging.



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