

NEW DISTRIBUTION PACKAGING FOR THE SNACK FOOD INDUSTRY

PRIMEX 
from DESIGN & FABRICATION
A subsidiary of Primex Plastics Corporation



Primex Design & Fabrication, PD&F, the leading manufacturer of reusable, returnable and recyclable plastic shipping containers, custom interior dunnage, protective packaging, point of purchase displays and retail packaging, has created a new delivery container for the snack food industry. The PD&F retail distribution box is an easy-open container made from PD&F's unique Bubble-X™ three-layer plastic board, which has an extraordinary strength to weight ratio and provides enhanced protection for delicate products. The new container was custom-designed for Mikesell's®, a regional snack food company headquartered in Dayton, Ohio.

The new packaging replaces corrugated paperboard boxes that Mikesell's route sales drivers have used for years when delivering products such as potato chips, popcorn and pretzels to retail outlets and wholesale distributors throughout Ohio, Indiana, Kentucky, and Illinois. While the paperboard box lasted about four or five turns, according to Mikesell's Executive Vice President Luke Mapp, the new plastic retail box holds the same amount of retail packages, and is expected to deliver at least 150 round trips, providing an immediate return on investment while reducing waste. On top of offering better content protection, the Bubble-X™ box is weather resistant, allows for greater branding opportunities, is stackable and won't tear or puncture.

The Mikesell's distribution box measures 24" x 13 1/2" x 13", weighs 3.2 pounds and is constructed from 2.66 MM Bubble-X™ board. Primex started selling products made from Bubble-X™ in 2017 and offers a full line of specialty shipping containers, in-plant boxes and sleeve packs including its market-leading ULTRAPAC - 360 Series™. Bubble-X™ comes in six standard thicknesses and can be custom-manufactured to meet specific requirements.

"We were exploring the idea of replacing our cardboard boxes when I saw a plastic container at the Snack Food Exposition (Snaxpo) last year in Atlanta," said Mapp. "About the same time, we were approached by Primex Design & Fabrication. They offered custom-engineering, a great way to brand our product during the shipping phase, a superior product, and the added convenience and savings of being only an hour from our Dayton facility; thus, saving us time and shipping costs. We are currently on track to replace all of our cardboard boxes by the middle of this year."

"Our first step in creating the retail distribution box was to gain an understanding of Mikesell's' business and how they would use the box," said Primex Territory Business Manager Cleve Campbell. "We visited their plant to observe their operation, see how boxes were loaded, and how route sales drivers used the existing paperboard boxes." Then PD&F's designers went to work creating prototypes for approval. "Our rapid prototyping operation is one of the best in the business, allowing us to create samples in as little as two days," added Campbell.

According to Mapp, the boxes have exceeded expectations. "We've ordered a total of 60,000 pieces from PD&F. Our drivers say that they perform very well, and especially like the handles, which were constantly ripping on the cardboard boxes."



Call today to see how Primex Design & Fabrication
creates custom solutions for all your packaging, protection and shipping needs.

PRIMEX 
DESIGN & FABRICATION
A subsidiary of Primex Plastics Corporation

400 Industrial Parkway • Richmond, IN 47374
800.935.2990 • www.primexfabrication.com



NEW DISTRIBUTION PACKAGING FOR THE SNACK FOOD INDUSTRY

PRIMEX 
from DESIGN & FABRICATION
A subsidiary of Primex Plastics Corporation

“Our first step in creating the retail distribution box was to gain an understanding of Mikesell’s business and how they would use the box.”

Distribution Box Advantages

- Can be made from PD&F’s revolutionary Bubble-X™ board for added protection
- RFID capabilities for real-time tracking of your most valuable product
- Boxes can be screen or four-color printed for exceptional branding capabilities
- Completely sealed flutes are available in some thicknesses
- Most designs are fully assembled but collapsible for savings during shipping
- PD&F’s onsite design team works with customers to develop the most economical long-term solution
- Delivers flexibility and strength where others fail
- High return ratio – saves space and freight costs
- Innovative design – assembles and knocks down flat easily
- Maximum reusability reduces packaging costs



Call today to see how Primex Design & Fabrication
creates custom solutions for all your packaging, protection and shipping needs.

PRIMEX 
DESIGN & FABRICATION
A subsidiary of Primex Plastics Corporation

400 Industrial Parkway • Richmond, IN 47374
800.935.2990 • www.primexfabrication.com



Rev 2/19