

RENOWNED MEDICAL DEVICE COMPANY RELIES ON PACKNET'S EXPERTISE FOR GLOBAL CONSOLIDATION IN CHINA

Packaging Solution & Consulting Case Study, 2010



Background

A global medical device company was consolidating its presence in China to provide the Chinese access to leading-edge medical care.

Business Problem

A United States-based global medical device company was planning to open a patient care facility in Beijing, China. This was an exciting event both for the company and the Chinese government as it would provide the Chinese people access to world-renowned medical technologies and leading edge medical care.

The move presented a number of challenges beginning with the fragile nature of the contents to be shipped. The medical device company had sensitive and expensive computer equipment such as computers, laptops and servers that needed to be shipped in a way that prevented any damage. The computer manufacturer has no offices located in China so it would be extremely difficult to fix any damages that could occur during the shipping process. In addition to sensitive computer equipment, a valuable and new-to-the market Microsoft Surface Table was an important part of the shipment as well as large, flat screen

monitors, and facility branding.

A strategic packaging and shipping solution was needed to ensure the arrival of the highly sensitive goods undamaged and ready for the grand opening of the new patient care facility. Time sensitivity was a major concern also as it was not uncommon for shipments to be sidetracked by customs and sit for 45-60 days taking abuse while waiting for clearance.

Solution

Packnet Ltd. was hired to develop the shipping and packaging solution for the fragile and time sensitive shipment. Packnet reviewed the scope of the project created by engineers and designed a customized packaging solution that included corrugated foam cushioning and wood crating that could be reused and recycled. The packaging materials were all weather resistant.

Outcome

The shipment arrived within three days and on time. Most importantly, all fragile contents were in pristine condition. The customer opened the facility to a very successful reception by the Chinese community.



Customer Testimonial

*"It's not just the crating,
it's the solution. Packnet
puts the customer in the
right frame of mind."*

