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What's in a Box? Really Quite a Bit

A box is more than something in which brake linings are shipped at the Marshall-Eclipse division, Troy, New York.

It's called a "package" at Marshall-Eclipse and careful attention is given to its size, shape and design, according to an article in Traffic Management magazine.

Boxes have an important influence on sales, transportation, warehousing and handling.

BIG VARIETY

Marshall-Eclipse has found it necessary to ship its brake linings in more than 200 different sizes and/or styles of boxes.

Customers range from the giant automobile companies to some 300 small firms engaged in the aftermarket business.

Shipments run from parcel post to truckloads.

Marshall-Eclipse makes its own corrugated boxes. The carton-making apparatus has its own printing equipment.

PACKAGE IMPORTANT

"Ours is a rather homely product," says Sales Manager J. H. Kelly. "It has no moving parts, so we don't demonstrate it. It takes months before a customer can see how good it is. When we make an improvement, how do we get it across to the customer?

"Obviously, one way is by indicating the better value of the product through packaging."

"The brake lining business is very competitive and customers are correspondingly demanding," reports Quality Control Manager J. A. Riopelle. "If there are any problems with packaging, we simply redesign the box until it fits their needs."

How important is a box to a company buying Bendix brake linings?

Long ago the auto companies insisted their shipments be palletized. Marshall-Eclipse came up with a 24-40-28-inch box mounted on a wooden pallet. It held 7,000 pieces of brake lining and replaced 44 separate cartons.