



Better Packages Case Study: Hawkeye's Hobbies

Plastic modeling supplier and manufacturer uses Better Pack® products to comply with shipping standards and transportation of hazardous material regulations while maintaining an environmentally friendly, strong, tamper-resistant and professional package.

Background:

Gerald Voigt began building plastic scale models as a teen in 1973. Over the years, his interest in modeling and aviation grew, and now is the basis of his niche modeling company, called Hawkeye's Hobbies. In 2006, Mr. Voigt acquired SnJ Model Products, enabling him to manufacture and distribute established, well-known, enamel-based natural metal finish paint under the Hawkeye's Hobbies brand. Hawkeye's Hobbies products are available online and at select retailers in the US, Canada, and throughout the UK, and will soon be available in South Africa.

The Challenge:

One of the first challenges Hawkeye's Hobbies faced was shipping. Selecting the appropriate package and materials needed to ship products to meet the requirements outlined in US DOT rule 49CFR (transportation of hazardous materials regulations) was critical. In addition, their packages had to comply with several standards from the US Department of Transportation, Code of Federal Regulations and International Air Transport Association, just to name a few. Hawkeye's Hobbies needed to comply with all shipping standards while maintaining a small, strong, tamper-resistant, and professional looking package.

Solution:

Mr. Voigt learned that Better Packages specializes in package safety from an episode of the television show "Made in America." As a leading provider of environmentally friendly, water-activated tape (WAT), Better Packages provided Mr. Voigt an easy solution for compliance with strict global safety standards for shipments containing liquids or hazardous items. In addition, he felt that WAT would eliminate any chance of liability claims from package failures. WAT bonds to corrugated cartons providing a secure, liquid-resistant seal. Plastic tapes stick only to the surface and can be adversely affected by liquids. The strength of packaging tape was important to Hawkeye's Hobbies for two reasons. If a package sealed with plastic tape became wet from outside elements during transportation, the carton's integrity could be compromised, which could result in



carton rupture and spilling of its liquid contents. Alternately, if the liquid in shipment somehow spilled inside the carton, a package sealed with plastic tape could allow the contents to seep through. Either scenario could create a mess or potential hazard. WAT would remain bonded to the carton if these types of situations occurred in shipment. Mr. Voigt's company mantra is, "Do it right the first time ... you may not have a second chance."

Result:

"Upon contacting Better Packages, I immediately received fantastic support and attention. After explaining my shipping requirements and sealing needs, it was recommended that I seal my packages using a Better Pack 555e Series electronic tape dispenser along with water-activated tape. Since my purchase of the Better Pack 555eS, I've sealed my packages exclusively using this tape dispenser and tape, and it has been nothing but positive for my company. Our customers, retail dealers and wholesale distributors have commented that our packaging is secure, professional and environmentally friendly. Plastic tape does not offer such a claim! Given that many of our products are considered hazardous materials in the shipping industry, it is very important that our packaging perform to the highest safety standards. Without Better Packages' products, we would not be in compliance, nor reach countries we are now able to reach.

The quality of service and support I received is what you'd expect from people who believe in the American dream."

For more information on Better Pack® dispensers, BetterSeal Secure Tape® and the complete line of Better Packages products, visit www.BetterPackages.com.