

## **CONGRATULATIONS!**

Congratulations on your decision to purchase a paper water-activated tape (WAT) dispenser! You will soon recognize that WAT offers the following benefits that plastic tape does not:

- Maximum environmental responsibility
- Improved carton strength
- Increased package security
- Protected brand image
- Decreased material waste

By adding a WAT dispenser to your carton sealing operation and eliminating hand-held plastic tape guns, your company and workers will:

- Decrease the risk of repetitive motion injury, especially in high-volume carton sealing environments
- Increase productivity and efficiency by simplifying the carton sealing process
- Significantly reduce material waste and returns due to broken seals because less WAT is required to create a stronger seal
- Eliminate landfill contributions of non-biodegradable plastic tape

## **ADDITIONAL QUESTIONS?**

This brochure arms you with seven critical questions you should ask when shopping for a new dispenser.

If you need further assistance, call our Customer Service Department at 800-237-9151.

You can also visit our website at [www.BetterPackages.com](http://www.BetterPackages.com) for complete product information, to learn more about the benefits of paper water-activated tape and the reliability of Better Packages products, or to find the Better Packages Authorized Distributor in your area.



Better Packages, Inc  
P.O. Box 711  
255 Canal St.  
Shelton, CT 06484  
Phone: (800) 237-9151  
Fax: (203) 926-3705  
[info@betterpackages.com](mailto:info@betterpackages.com)  
[www.BetterPackages.com](http://www.BetterPackages.com)

Packaging Series Reference Number ED0707-02  
©2007 Better Packages®, Inc. Better Packages is a registered trademark of Better Packages®, Inc. All other marks are trademarks or registered trademarks of their respective owners.  
All rights reserved.

**7 CRITICAL  
QUESTIONS TO ASK  
WHEN SHOPPING  
FOR A PAPER  
WATER-ACTIVATED  
TAPE DISPENSER**

Educational Brochure  
Sponsored By



## 1 WHICH DISPENSER IS RIGHT FOR MY PACKAGING NEEDS?

The best dispenser for you depends on the type of products you are shipping, the volume of packages being sealed, the size of your shipping cartons and the nature of your work force. Better Packages has the widest range of dispensers and options available from a single manufacturer. From a simple pull-and-tear model for extremely low-volume carton sealing needs to manual non-electric models for moderate volumes to automated carton sealing systems for the highest volume shipping applications, Better Packages offers the dispenser and options that will match your needs.

## 2 IS THE DISPENSER EASY TO OPERATE?

To ensure maximum productivity, a dispenser must be easy to learn and operate. Better Packages offers simple, highly functional dispensers with features like the fluid handle motion on Better Pack 333, which can be set for exact lengths, and push-button operation on electric models. Accessories such as the foot pedal and AMD (Automatic Measuring Device) further ease use by providing hands-free dispensing and automatic carton measuring.

## 3 IS THE PRODUCT SAFE?

Tape dispensers are mechanical devices and safety features must be built in to protect the operator. Better Pack brand dispensers incorporate safety features you won't find in other manual or electronic dispensers. **Better Pack electronic models are built to meet or exceed UL, CE and CSA regulatory requirements for electronic and operational safety.** Steel side frames, flame-retardant materials, thermal cutoffs and low voltage heaters are just a few of the features you should look for to ensure your operators are protected. **The Better Pack 555e Series is the only electric dispenser to be UL Approved and Listed.**

## 4 WILL THE DISPENSER BE RELIABLE?

A malfunctioning dispenser can shut down an entire shipping operation. Better Packages dispensers have been extensively tested and proven in the highest volume shipping applications for over 90 years. Customers like QVC®, J. Crew®, Tiffany®, Land's End®, Frito-Lay®, BMW® and Avon® have been relying on Better Packages dispensers to keep their packing lines flowing 24/7.

## 5 HOW LONG SHOULD I EXPECT THE DISPENSER TO LAST?

The capital equipment required to keep a packaging line running at peak efficiency represents a significant investment for any organization. It is critical that the equipment is around long enough to provide a return on that investment. Better Pack brand dispensers are engineered for consistent performance and are built to last. The average age of its electric models in use today is over 16 years; its manual models average over 20 years in service.

## 6 DOES THE MANUFACTURER STAND BEHIND THE PRODUCT?

For continual maximum efficiency, production equipment must be easily supported and maintained. For over 90 years, Better Packages' exceptional products and service have made the company the world's leading manufacturer of water-activated tape dispensers and carton sealing systems. Better Packages dispensers are sold and serviced by a global authorized distributor network and come standard with the best warranty in the industry: 2 years on parts, 6 months on labor. With more than 500,000 dispensers in use, the Better Packages brand has become synonymous with unmatched innovation, design, quality and reliability.

## 7 WHAT HAPPENS IF THE DISPENSER REQUIRES PARTS OR SERVICE?

Most every mechanical equipment needs replacement parts or service at times during its useful life. Easy access to parts and a quick response from an experienced service resource are mandatory to ensure maximum productivity. The Better Packages global network of authorized distributors provides the most comprehensive service and support in the industry and Better Packages carries an extensive inventory of standard replacement parts needed with normal use of the dispenser.

### Guidelines & Resources

#### USPS Mailing and Shipping Guidelines

[www.usps.com/send/prepemailandpackages/preparingpackages.htm](http://www.usps.com/send/prepemailandpackages/preparingpackages.htm)

#### Fed Ex Ground Packaging Guidelines

[www.fedex.com/us/services/packageshipment/preparing/ground.html](http://www.fedex.com/us/services/packageshipment/preparing/ground.html)

#### UPS How to Prepare for Shipping

[www.ups.com/content/us/en/resources/prepare/guidelines/prepare\\_package1.html](http://www.ups.com/content/us/en/resources/prepare/guidelines/prepare_package1.html)

#### Better Packages Package Security

[www.PackageSecurity.com](http://www.PackageSecurity.com)

#### USPS Registered Mail Requirements (see DMM503.2.4.6)

<http://pe.usps.gov/text/dmm300/503.htm>

#### USPS Suspicious Mail Poster

[www.usps.com/communications/news/security/suspiciousmail.htm](http://www.usps.com/communications/news/security/suspiciousmail.htm)

#### FDA Report on Combating Counterfeit Drugs

[www.fda.gov/oc/initiatives/counterfeit/](http://www.fda.gov/oc/initiatives/counterfeit/)

#### FBI Jewelry and Gem Program

[www.fbi.gov/hq/cid/jag/jagpage.htm](http://www.fbi.gov/hq/cid/jag/jagpage.htm)