



Case Study – Personal Care FMCG

AUTOMATION DELIVERS SPEED TO MARKET AND COST EFFICIENCIES



ABOUT CHURCH & DWIGHT

Church & Dwight (Australia) has manufactured and marketed a range of health and beauty brand icons in the Consumer Packaged Goods sector, through Australia's leading retailers & pharmacies, since 1977.

Today Church & Dwight Co. Inc., strives to continue its tradition of providing products of high quality and performance that meet genuine consumer needs.

THE CHALLENGE

As Church & Dwight retail customer demands grew, Co-packing supply-chain inefficiencies were identified as a weak link.

Market pressure on ROI also required a Co-packing cost review.

THE SOLUTION

Church & Dwight recognised that greater efficiencies could be achieved through Multipack-ljm's advanced portfolio of **automated equipment** which included:

- Auto Cartoning Reverse Tuck consumer unit.
- Auto Shrink Wrapping using 7um film for consumer unit.
- Auto Skillet carton for Shelf Ready Packaging.

CUSTOMER BENEFIT

Automation drives down costs and increases output volumes:

- Delivering 25% reduction in Co-packing costs driven by 60% reduction in labour resource.
- Eliminating 'out of stock' issues through reduced Co-packing time by 30%.