



CASE STUDY

# Retail Frozen Food Packaging

- Provide Freezer-Grade Adhesive for Seafood Packaging
- Maintain Package Integrity in Retail Environment



## OVERVIEW

### Vegan Shrimp Producer Needs Reliable Retail Packaging Solution

Good2Go Veggie, a vegan foods enterprise in Chicago, IL, needed an adhesive that could be applied to its vegan shrimp cartons at room temperature during packaging, yet maintain a tamper-proof seal during sub-zero storage, shipping and at retail. They need a food-grade adhesive that bonded instantly, applied mess-free with minimal training, and would maintain its bond throughout the packaging, storage, and shipping process.

## OPPORTUNITY

### Reliably Seal Vegan Shrimp Boxes with Freezer-Grade Adhesive

The vegan shrimp company needed a freezer-grade Glue Dots formula along with a more efficient applicator:

- When applied at room temperature then moved to freezer (-10° F), Glue Dots maintained a reliable bond
- Employees easily applied exact number of adhesive patterns to the bottom and top box flaps
- Successfully secured individual vegan shrimp boxes with minimal expense or employee training

## SOLUTION

### Good2Go Veggie Successfully Maintained Package Security

- 🌡️ No issues with boxes coming open thanks to freezer-grade Glue Dots
- 🕒 Expedited application with the QuikDot™ Pro applicator; cut sealing time by 75%
- 📦 Can now seal 200-300 boxes in just 1 week (previously took 3-4 weeks)



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