



PACKSMART CASE STUDY

BOOMBAH, INC. · YORKVILLE IL

Helping a national sporting equipment and apparel company enhance productivity and realize significant cost reduction.

ABOUT BOOMBAH, INC.



Boombah is a direct to consumer retailer of sports equipment and apparel based out of Yorkville, IL. In the 14 years they have been doing business, they have grown to over 140 employees, added a manufacturing company, and serve a nationwide market.

To find out more about Boombah or make your next sporting equipment purchase from them, please visit www.boombah.com.



EXECUTIVE SUMMARY

PackSmart learned that Boombah was in need of a packaging solution for small packages. Other Boombah vendors had been slow to respond to this need or to provide samples of product to determine feasibility. PackSmart responded quickly and ultimately had the Sharp Max 20 Bagging System implemented. The results have been impressive with:



4:1 PRODUCTIVITY INCREASE
COMPARED WITH USING BOXES



\$28,000 IN MATERIALS SAVINGS
IN FIRST YEAR



\$40,560 IN LABOR SAVINGS ANNUALLY BY
CUTTING 60 HOURS OF LABOR WEEKLY

THE PROBLEM

Boombah's Warehouse Manager looked at how they were shipping orders that included boxes of shoes and realized something needed to be done. Shoes, which are in their own shoeboxes, were being shipped inside of slightly larger corrugated boxes. When a multiline order came in that included shoes, the size of the small corrugated box the shoes were placed in did not allow for any other line items to be included. As a result, the shoes and other items ordered would be placed in a box that was larger than the original, but typically far too large for many of the orders that were needed to be shipped in them. Knowing the high cost per every taped box, Boombah's Warehouse Manager knew there was room for improvement.

THE SOLUTION

PackSmart proposed implementing the Sharp Max 20 Continuous Roll Bagging System with Printing Capabilities. The bags would be large enough to hold not only a box of shoes, but several other items as well, such as shirts, batting gloves, etc. and would improve productivity immensely. The bags would save them nearly 50% over the cost of taped boxes.

MAKING THE DECISION

Boombah knew that a bagging system would drastically improve productivity, minimize the use of the larger boxes for non-equipment orders and ultimately save them money. PackSmart responded quickly to Boombah's request for samples and a quote on the Sharp Max 20 Bagging System with Printing Capabilities. Their Warehouse Manager first pitched the idea to Boombah's Customer Care department to ensure that a bagging solution wouldn't negatively affect their customers' orders. After the Customer Care department signed off, it was brought to the company's President and CEO.

It was demonstrated that products were not appreciably more susceptible to being damaged by shipping them in bags. This meant there was one last hurdle: Cost. Boombah knew that they wanted this solution, but needed to determine if they could afford the upfront costs to implement it. To help answer this question, PackSmart presented Boombah with alternative financing options. Boombah determined that financing the purchase through PackSmart's affiliate leasing partner made implementing the solution feasible and initiated the purchase order to move forward.

THE IMPLEMENTATION

The Sharp Max 20 Bagging System was ordered and just over two months later was up and running in Boombah's shipping department. Three weeks later, a conveyor system was also delivered and set up to deliver the ready-to-ship bags from the unit to the conveyor system that brought them straight to the trailer for their journey to the customer. PackSmart and Sharp technicians set up the system, Boombah's IT personnel integrated the system into their network to allow for printing directly onto the bags for shipping, and Sharp technicians installed the conveyor system.

THE RESULTS

Boombah realized fantastic results from this solution. Using the bags, compared to using boxes led to immediate savings on materials. Since the solution was implemented in April of 2016 they have seen a **savings of \$28,000 on materials alone!**

Not only did they save on material costs, but Boombah also saw productivity increases of 4:1 over the use of corrugated boxes. In the time one box was filled the old way and ready to ship, four of the bags could be filled and sent out. This has led to an annual savings of **\$40,560** on labor, and will continue to do so for the duration of the time they use the system by cutting **60 labor hours** from every work week. At about **\$70,000**, and with expected materials savings of **\$30,000+** next year, the Sharp Max 20 Bagging System will have paid for itself in well under two years, demonstrating excellent return on investment.

Beyond cost savings, the implementation of the Sharp Max 20 Bagging System has led to a reduced turnaround time on orders, allowing Boombah to **ship 90% of its orders in two days or less**, exceeding their goal of shipping orders within three days.



"Building Trusted and Lasting Business Relationships"

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