



“Minimizing its environmental impact is a perennial focus for Internet Fusion Group.”

Adam Hall, Head of Sustainability at Internet Fusion Group

Requirements

Boost sustainability by minimizing parcel packaging carbon footprint

Decrease dimensional shipping volume of each parcel

Free up manual labor resources

Challenges

Internet Fusion Group (IFG) is a fast-expanding online retail business with a portfolio of niche brands specializing in life-style products and apparel products. Established in 2006, the business has quickly grown through acquisition, retaining the skills and knowledge unique to each enterprise, and realizing economies of scale with a common marketing resource, finance team, and a shared 146,000 sq ft warehouse in Kettering.

The problem IFG had been facing was similar to that of most businesses manually packing at high volumes into fiberboard boxes. The process required multiple packing desks with numerous staff and a wide range of box sizes for packers to select from. However, as with most manual packing operations, the match was often far from exact and void-fillers were usually required to cushion the goods.

To this end, minimizing its environmental impact is a perennial focus for IFG. Like much of its customer base, the business shares a passion for creating a sustainable future, free from single-use plastics commonly used in packaging. Pursuing its dual quest for sustainability and productivity, the retailer has invested in a state-of-the-art automated packaging solution that would accelerate throughput and lessen their environmental impact.

Solution

Adam Hall, Head of Sustainability at IFG, found the CVP Impact Automated Packaging Solution, an inline auto-boxer that measures, constructs, tapes, weighs, and labels each order every seven seconds while creating a custom fit parcel using only one operator.

“We are very much front runners on sustainability and packaging,” says Adam Hall. “Across the group our packaging is now 91% plastic-free and next year that percentage figure will look even better. The first rule of sustainability is reduce... and when you reduce, you save money as well,” Hall says. “In terms of shipping volumes, our calculations indicate that the two machines will offer a reduction of 92 truck loads a year, due to the space savings of fit-to-size packaging.”

The CVP machines have given IFG the capacity to expand on the same footprint and cope with peak at optimal performance. “It’s not a complex machine to use so staff were quick to pick it up. But importantly, the back-up and support from Sparck is fast, we have no complaints whatsoever,” according to Hall.

Benefits

Over 50,000 parcels produced each month

Reduction of 92 truck loads a year

No void fill required for 80% of their product range

Let’s talk about automated packaging

sparcktechnologies.com

