



**“Our CVP Automated Packaging Solution makes the entire process easier, more efficient, and most importantly, cost-effective.”**

## Requirements

Reliable high-speed automated packaging for 100,000+ variable sized SKUs

Create a unique customer experience seamlessly across 10 different businesses

Accelerate packing of up to 50,000 orders a day

Eliminate labor challenges

## Challenges

Mason Companies, which has been in business for over 115 years, owns and operates 10 businesses that sell everything from shoes and apparel to bedding and electronics through their ecommerce websites and direct mail catalogs. As one of the top 250 ecommerce companies in the United States, Mason has hundreds of thousands of SKUs that ship from three different distribution centers. Shipping up to 50,000 orders a day, Mason's need to update and streamline their packaging process was absolutely necessary, especially when they promise innovation and an amazing experience to their customers.

## Solution

As Mason has continued to grow over the years, they knew it was time to invest in a faster, more flexible, and reliable packaging process. Ultimately, Mason turned to the CVP Impact Automated Packaging Solution, a fit-to-size auto-boxing solution that measures, constructs, tapes, weighs, and labels each single- and multi-item order every seven seconds using just one operator. In one seamless process, the CVP creates a tailor-made box while optimizing all steps of order packaging, saving on labor, shipping, DIM weight, and material costs. With the CVP impact, Mason no longer ships small, lightweight items in large boxes that add unnecessary transportation costs and wastes both cardboard and dunnage. Today, in combination with rate shopping shipping software, the CVP Automated Packaging Solution has provided a saving of \$1 - \$2 on every package shipped.

## Benefits

**\$1 - \$2 saved on every package shipped**

**Ability to pack every order in the smallest tailor-made box**

**Increased throughput for quicker shipping to customers**

**Reduced pressure on labor resources**

**Let's talk  
about  
automated  
packaging**

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