



## SUCCESS STORY



### CASE STUDY

Manufacturer of niche sporting goods products, with a primary focus on competitive swim racing lanes specifically for competition sized swimming pools.

#### CLIENT PROFILE:

Competitor Swim is the largest global manufacturer of swim lanes, with their 10,000 square foot warehouse and headquarters located in Medina, OH.

#### BUSINESS SITUATION:

Based on the ever-changing needs in the consumer goods market, Competitor Swim is constantly innovating new products. They lacked the necessary dedicated internal resources and skill sets to design the optimal packaging for shipping these new products.

Competitor Swim felt that their current corrugated packaging vendor could not recommend the best packaging design for their products. Along with frequent late deliveries, defective boxes and lack of face to face interaction, they began searching for a new vendor.

Competitor Swim required a dependable corrugated packaging partner with the knowledge and expertise to make the appropriate recommendations to maximize efficiency within their warehouse and for shipping purposes. With the recent changes to the dimensional weight shipping expenses, they also needed a knowledgeable vendor to ensure their product gets to the end user, on time, undamaged and within a reasonable budget.

Competitor Swim was interested in a reliable and knowledgeable corrugated packaging vendor that could identify and recommend the most efficient packaging for their products, allowing them to focus on their business.

### Competitor Swim Introduces New Products to Market, by Utilizing Jamestown Container's Corrugated Packaging Expertise

Competitor Swim partnered with Jamestown Container Companies (JCC), a manufacturer and distributor of corrugated packaging solutions and supplies as well as a third party packaging and fulfillment services provider. After learning about Jamestown Container's expertise earned over 58 years in the market, Competitor Swim believed they found a trusted packaging partner.

Soon after their introduction, Competitor Swim was confident in their decision. The JCC sales and design team met with them on-site multiple times to work with their engineers to define the optimal custom packaging for their existing products, as well as new products in development. Specifically, Competitor Swim had a new product in development that was much larger in size than their current products. They knew it required a custom box and that developing the best design for shipping would be difficult. They consulted with the JCC sales and design team to determine the best and most cost-effective packaging. Jamestown Container ran with it from prototype to production, allowing Competitor Swim to successfully launch the product on their intended date.

*"Packaging is an integral component to any manufacturing organization. Partnering with Jamestown Container Companies, you aren't just a purchase order, you are an important customer."*

- Brad Underwood,  
President  
Competitor Swim

With Jamestown Container's quick response and service, Competitor Swim receives their orders without fail, allowing them to stock fewer boxes in their warehouse and optimize their supply chain. Unlike, with their previous corrugated packaging vendor, Competitor Swim no longer experiences defective boxes or returned damaged goods. They are confident that their products will be delivered on time and intact, keeping their customers happy.

#### Customer Benefits:

- **Simplified Packaging Process:** Allows Competitor Swim to get their products to market faster and save on total packaging spend
- **Custom Packaging Expertise:** By leveraging Jamestown Container's packaging knowledge, Competitor Swim can focus on their core business
- **Improved Customer Service:** Dependable deliveries of their product to their customers, on time and intact