



“Placon’s innovative approach and comprehension of the objectives we were trying to achieve led us to want to work with them as a new supplier of our clamshell packaging”

—Brenda Mahoney, Sr Marketing Specialist,
Hypertherm Manual T&C division



Once the package is opened, the perforated area is broken off of the base, permanently affixing itself to the interior of the lid, “trapping” the graphic card. Attempts to slide the graphic card out of a package with a broken seal will result in ripping the card rendering it unusable to counterfeiters.



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Anti-counterfeit & Tamper-evident

Hypertherm, a designer and manufacturer of advanced cutting equipment and consumables, looked to Placon to redesign its current clamshell packaging for its 220+ consumables. Packaging goals included an improvement in retail shelf appearance, a reduction in overall packaging size and the addition of unique tamper-evident features.

THE SITUATION

In addition to Hypertherm’s objectives of using recycled material and consolidating the number of packaging designs used to house its consumables, the company also required a design that would allow the packages to be stacked as well as protect the clamshell and blister card from counterfeit activity.

THE SOLUTION

Prior packaging consisted of 6 SKUs, each of which had different overall footprints making stacking across the SKUs difficult. Now with only 4 stackable designs, each package now shares the same overall footprint, varying only in number of cavities within the package and total depth.

To create a consistent, streamlined merchandising look, each package’s cavities are designed to display the products in an intentional manner. Through the curvature of each individual cavity, retailers can determine which direction the item should face for continuity in look.

A 20% reduction in packaging was handled by relocating the hang-hole while reducing flange size. Transitioning from PVC to post-consumer recycled and 100% recyclable PET was easy using Placon’s own EcoStar® PC50 material, extruded with a minimum of 50%, up to 85%, post-consumer material from recycled bottles and thermoforms.

In addition, the clear recycled clamshells now have a secure 360° seal with a Placon patented retaining snap feature on the inside lid to hold the graphic card in place. Once filled, the package is ultrasonically welded closed on both sides of the hang-hole, affixing the lid to a perforated area on the base of the thermoform. Once the packaging is opened, the perforated area is broken off the base, permanently affixing itself to the interior of the lid, “trapping” the graphic card. This design feature allows consumers to visually see the broken hang-hole area, alerting them that the package has been tampered with. The feature also makes it difficult for counterfeiters to not only repack the clamshell but to re-purpose the graphic card as well.