



## CASE STUDY

A LEADING RETAILER CUT PILFERAGE, BOOSTED EFFICIENCY, AND DELIVERED A SUSTAINABLE BRAND EXPERIENCE BY INTRODUCING IPG'S BP555ESA DISPENSER AND CUSTOM-PRINTED WAT TAPE.



### Customer Overview

A leading U.S.-based retailer specializing in athletic gear, outdoor equipment, and sportswear, operates more than 1,000 stores across the country. Its extensive brick-and-mortar footprint is complemented by a robust e-commerce platform, allowing it to meet customers wherever they choose to shop. By leveraging an integrated omnichannel strategy, the company delivers a seamless and consistent experience across physical and digital touch points.



**Sustainable  
packaging  
solution**

### The Challenge

With rising consumer demand for sustainable packaging, the retailer needed to eliminate plastic in e-commerce shipments, reduce pilferage from ship-from-store orders, and use packaging as a branding tool—all without sacrificing efficiency.

### Proposed Solutions

To meet these multifaceted needs, the IPG team recommended a comprehensive packaging solution centered around the BetterPack® BP555ESA water-activated tape (WAT) dispenser. This was paired with a custom-printed, three-color Central® Brand 240 Snow White WAT. The BP555ESA dispenser was equipped with custom keypads to streamline operations and improve efficiency. The use of 1,000-foot tape rolls minimized the frequency of roll changes, further enhancing productivity. To ensure long-term reliability, a preventative maintenance and service program was included to reduce downtime. Additionally, the printed tape featured integrated QR codes, enabling the retailer to track return on investment (ROI) and potentially drive new sales through interactive packaging.



## Results

The implementation of custom-printed WAT provided the retailer with a powerful branding tool, turning every package into a promotional asset. The switch to water-activated tape significantly reduced pilferage by creating a more tamper-evident seal compared to traditional pressure sensitive carton sealing tape. Customers received a more sustainable packaging solution, aligning with their environmental values and enhancing their overall brand perception. Operationally, the retailer benefited from increased efficiency due to fewer tape roll changes and reduced downtime, thanks to the maintenance program. The QR code integration opened new avenues for tracking engagement and measuring the impact of branded packaging on sales.



**Reduced  
pilferage risk**



**Branded  
shipping option**



**Operational  
efficiency gains**



**Enhanced  
customer experience**

*“Switching to water-activated tape has not only improved our packaging security but also elevated our brand presence with every shipment. The added efficiency and sustainability benefits made this an easy decision for our team.”*

## Conclusion

By adopting IPG's BP555ESA dispenser paired with IPG's industry leading water-activated tape, the retailer successfully addressed its key challenges of sustainability, security, and brand visibility. This strategic move not only improved operational efficiency but also strengthened customer trust and loyalty through eco-conscious practices. The solution stands as a model for how packaging innovation can drive both business performance and customer satisfaction in the competitive e-commerce space.