

## **Trying to convince the company to buy a new stretch wrapper?**

You have had plenty of help from your favorite packaging materials supplier in determining how to justify the expenditure with labor and film cost savings. You have read plenty of “white papers” on how to choose the right machine for your application. You made your choice and now need the approval to spend the money. What other incentives can you offer the decision-makers that will convince them to spend the money for a new wrapper?

The average sell price of a good wrapper with powered pre-stretch is approximately \$9,200. If you wrap 25 loads per day the annual film savings will be around \$2,500 and the labor savings \$2,400 for a combined annual savings of \$4,900. It will take 22 months to pay for the machine.

### **What are other benefits that can justify the purchase besides film cost and labor savings?**

**Reduce shipping cost/damage** it is a proven fact that machine wrap will consistently outperform handwrap to reduce material cost and shipping damage.

**Offer a better package compared to wrapping by hand** since a machine can be programmed to wrap each load exactly the same along with having devices that get the maximum benefit out of the engineered features of the stretch film, the result is a better package.

**Increase productivity** we already used the labor savings as a cost justification but do not forget that this labor can be applied to other areas to increase the overall plant productivity.

**“GREEN” considerations** you have used the reduction in film usage as a cost justification but you need to take into consideration that a powered pre-stretch machine will reduce the amount of film heading for the landfill by approximately 50%.

**Trade-in value** the value of used equipment has increased tremendously. This means that when you decide to upgrade, your investment should have a good trade-in value.

**Safety concerns** a machine will eliminate potential injuries from bending over, walking around in circles and tripping on debris that can happen during the handwrapping operation.

**Keeping your customers happy** a better package, reduced shipping damage, less pilferage, cleanliness are all side benefits to machine wrapping that should make your customer happy when you switch from handwrap to machine wrap.

**CONTACT YOUR COUSINS REGIONAL MANAGER FOR ASSISTANCE.**