

Affixing Bottles in Place Without Glue.

Problem: Product was traditionally glued down to a corrugate pad or into vac-form cavities but needed to be held in place without the use of glue. Glue tends to be difficult to remove from product purchased by the customer. Vac-form cavities often obscure or hide the bottom portion of the product. The client also wanted to allow store associates and customers to interchange product from the gift set with other desired product at the store level. This could not be done with product that was glued into place.

Goal: Eliminate the use of glue on product, allow entire product to be visible and allow for product to be easily interchanged at store level all while still maintaining a visually appealing gift set.

Solution: Accel designed a vac-form system called Snap Form in which each bottle fits into a friction-fitting 'puck'. The vac-formed 'puck' then snaps into its designated track along the surface of a base vac-form.

Results: Product was held in place throughout shipping and at store level without the aid of glue. The product was totally visible within the clear 'pucks' and was interchangeable by store associates and customers. Gift set was the client's top seller that season. Accel currently has a patent pending on this conceptual design.

