

# When a Little Math Adds Up to Big Savings

## Confirming the Value of Reusable Shells for Wis-Pak



### Challenge

Wis-Pak, the largest independent bottler cooperative in the Pepsi system, with seven manufacturing plants producing over 100 million raw cases annually, continually strives to optimize its operations and reduce packaging costs. Wis-Pak aimed to confirm whether continuing to use reusable shells or switching to one-way packaging was more cost-effective.

### Solution

Together, Rehrig Pacific and Wis-Pak conducted a cost-benefit analysis comparing the costs of reusable shells versus one-way packaging. Rehrig Pacific provided data on the average cost per shell, average purchases per year, etc., and Wis-Pak updated the cost of one-way packaging if all SKUs sold in reusables had been sold in one-way packaging. Our analysis focused solely on the cost aspects, ensuring no additional factors influenced the evaluation.

### Results

The analysis confirmed that even when accounting for the additional cost to transfer and sort shells between the seven different manufacturing facilities, staying with reusable shells was the right decision, identifying \$3.4 million in savings. Improved shell management reduced losses, with reusable shells lasting over 100 trips. Additionally, this approach contributed to substantial waste reduction, enhancing sustainability.



Total savings of approximately **\$3.4 Million**



**6.5 turns** per year with reusable shells

Wis-Pak's impressive savings are attributed to its diligent operational practices and continuous improvement efforts. By fostering behaviors that minimize shell loss and ensuring proper communication and education among its team members, it maximizes operational efficiency and cost-effectiveness. Learn more about these practices [here](#).