

# CASE STUDY

## QuikDot™ PRO

## Would You Like That Gift Wrapped?



Gift wrap service is a \$3.2 billion dollar\* segment of retail sales, so when a major retailer's distribution center (DC) gift wrap services manager discovered that employees weren't using their double-sided tape applicators due to complications, the manager immediately began looking for an adhesive solution that could increase productivity and was introduced to the perfect solution; Glue Dots®.

### The Problem

#### Operators Boycott Double-Sided Tape Guns

Gift wrap operators boycotted hand-held double-sided tape applicators because they were, "constantly gumming up and jamming," resulting in wasted time and adhesive. Instead, operators painstakingly measured and cut each piece of double-sided tape to wrap gifts, leaving the bulky hand-held tape guns unused.

Faced with an inadequate adhesive and applicator, low employee morale, and a projected triple-growth rate, the gift wrap manager needed to quickly replace the double-sided tape and applicators.

### The Solution

#### Give the Operators What They Want

The gift wrap manager was presented with the QuikDot™ Pro, a compact, hand-held refillable adhesive applicator from Glue Dots. Lightweight and made to easily fit in the palm of the hand, this applicator was perfect for the repetitive work involved with gift wrapping. With a high-impact polycarbonate body, the QuikDot Pro proved to be incredibly durable, making it perfect for everyday use in the DC environment.

To meet the adhesive requirements of the Gift Wrap Service Department, the QuikDot Pro was paired with Glue Dots QDP-7100 adhesive, a clean, easy-release double-sided adhesive pattern that did not jam or gum up the applicator.

### The Result

#### Process Efficiency and Improved Morale

After thorough testing, it was immediately apparent that the gift wrap operators "loved" the QuikDot Pro and QDP-7100 adhesive combination. The applicator fit easily in their hands, increasing the efficiency of their gift wrap process. While using the QuikDot Pro, one operator commented, "I have never wrapped a gift so fast."

Equipped with the QuikDot Pro and QDP-7100 adhesive, the Gift Wrap Services Department easily and effectively applied the adhesive, increasing productivity and allowing them to easily manage the triple-growth volume of work.

\*Source: Hallmark Research

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## Key Takeaways

- The QuikDot™ Pro and QDP-7100 adhesive combination easily replaced the double-sided tape and applicators thanks to the comfortable and easy-to-use design.
- Glue Dots' quick and clean release QDP-7100 adhesive ensured the operators could easily apply the adhesive without any complications.
- The Gift Wrap Service Department experienced increased productivity because of the QuikDot Pro's easy-load, refillable design and rugged polycarbonate construction.

