

**Solutions  
for Business**

Funded by  
government

# Business Stories SinoScan

---

**SinoScan reassessed its packaging and achieved significant cost savings.**

---



## **Background**

A multinational engineering orientated sourcing company, SinoScan specialises in finding and supplying high-quality, custom-manufactured products and components from China.

## **The challenge**

While all SinoScan shipments require packaging to prevent damage in transit the company had identified one product in the medical furniture line that was over-packaged, creating unnecessary bulk and wastage.

## **The response**

A Business Link event provided the introduction SinoScan needed to take a fresh look at its packaging requirements.

The company was referred to the European and SEEDA funded project, Design and Innovation for Business Sustainability (DIBS), which is delivered by South East Design. The project then funded a two-day consultancy package to examine the environmental implications of the existing packaging and make recommendations for its improvement.

“We knew we wanted to continue to pack using recyclable cardboard,” said SinoScan’s Ian Matthews-Golledge. “But we didn’t know how to restructure that packaging to be more effective. Our consultant, James Dorrell of Giraffe Innovation, was quickly able to assess the situation and solve our problem. We gave him a full kit, consisting of over 38 parts, in its original packaging. Just two weeks later he returned with a working prototype”.

Giraffe Innovation is a leading environmental management consultancy and works with both commercial and public sector organisations to reduce costs and environmental impact as well as improving commercial efficiency.

“As soon as I saw the original packaging it was clear it did not meet the Packaging (Essential Requirements) Regulations which require all companies to minimise packing weight and volume,” said James. “Importantly for SinoScan it was also obvious that considerable savings could be made by a simple repackaging design.

# 华欧

# SinoScan®

“ The overall cost-savings on packaging and transportation for this project amount to just over 24% ”

“The project was a classic example of the kind of savings that can be made in virtually any company, with a minimum of outlay. The box I was initially presented with was, quite literally, a box of boxes. Every piece of the kit was individually packaged and then all the components were boxed up together. Quite simply there was a huge amount of waste. I took the kit back to basics, looked at how the component parts could fit together and created what most people would describe as a ‘flat pack’ solution.”

### The outcome

From such a simple project the results for SinoScan have been impressive. As well as saving on the cost of cardboard, the volume per unit has been reduced by about 26%. In shipping terms this means a major increase in the number of units per container and further savings on transport. In fact, the overall cost-savings on packaging and transportation for this project amount to just over 24%.

“It cost us less than £400 to implement James’ recommendations, and that will be more than paid for with the first container load,” said Ian. “We are using less packaging. We have reduced the space each unit occupies, and better still now have a design that will stack in many different ways with no wasted space. Having seen at first-hand the commercial benefits of environmentally efficient design I’d recommend any organisation to look at the cost saving that can be made on their packaging processes.”

Design and Innovation for Business Sustainability (DIBS) is a European funded project that supports companies in the South East to develop practices that reduce their costs, improve their supply chain credentials and cut down on wastage on new and improved products, packaging and services. With one-to-one advice from professionals and thought provoking workshops available this project really helps you increase profits.

For further information or advice

Contact [info@southeastdesign.co.uk](mailto:info@southeastdesign.co.uk)

visit [www.southeastdesign.co.uk](http://www.southeastdesign.co.uk)

or phone **0845 337 446 4**

Funded by



Accessed through



Delivered by

