

eBook

# Transforming Packaging Performance with PackSight

BY A.J. GRUBER & MATTHEW WRIGHT

Introduction .....	2
Benefits of Digital Test Protocols.....	3
Introducing PackSight .....	3
Select.....	4
Collect.....	4
Analyze.....	5
Mobile & Tablet Friendly.....	5
Test Plan Print-Out .....	5
Auto-Generate Test Reports .....	5
Forecast Future Test Results.....	5
The Power of Community Sharing ....	5
Benefits for Labs, Brands, Suppliers & Universities.....	6
Labs.....	6
Brands .....	6
Suppliers .....	6
Universities .....	6
ISTA & Specright Partnership .....	7
Security.....	7
Scalability .....	7
Technology & Industry Expertise.....	7
Final Thoughts.....	8



## INTRODUCTION

The concept of distribution performance can be traced back to 1948, when Dana Chase Publications, a manufacturer of porcelain enameled products, realized that losses during transit were costing manufacturers and carriers *millions* of dollars.

From that challenge came the realization that these types of losses could be addressed through optimized packaging programs. This led to the founding of ISTA, the International Safe Transit Association.

As ISTA entered into the 21st Century, its focus shifted to better testing protocols to simulate the actual hazards and levels of intensity found in the distribution of goods in a global market. During this time, the digitization of industries and the rise of eCommerce fundamentally changed the way brands and consumers used packaging.

To keep up with the breakneck speed of innovation, ISTA realized it needed to enhance packaging performance and speed to market. As the team looked to create a digital version of its protocols, it realized it needed a technology partner that had a deep understanding and roots in packaging.

ISTA found that partner in Specright, whose cloud-based platform is used by leading packaging professionals to manage packaging and product specifications. Like ISTA, Specright had experience transforming an industry, and the partnership to create a digital packaging testing platform called PackSight was born.





## Benefits of Digital Test Protocols

Before PackSight, ISTA test protocols were typically printed out, completed by hand or documented in spreadsheets, and then stored for record keeping. Packaging engineers and lab technicians would sort through ISTA's available protocols, determine the right one based on the package type and requirements, print out their test plan, complete the test, and compile the report.

As packaging became more and more complex, it became increasingly difficult for packaging engineers to select the right test.

Furthermore, compiling test reports could take hours. With each protocol consisting of roughly 8-52 pages, packaging engineers had to keep track of where they were in the testing process to move through protocols. One missed step could result in an inaccurate test.



## Introducing PackSight

PackSight is transforming the way packaging testing is performed through a new online planning and reporting platform for ISTA test procedures. Labs can select, collect and analyze test reports within PackSight, creating efficiencies and visibility for stakeholders across the supply chain, accessible anywhere at anytime.



Select



Collect



Analyze



## Select

With PackSight, users can feel confident knowing they've selected the right test. Users simply enter basic package information and PackSight generates the right test path to perform. With the rise of more complicated and nuanced test procedures such as 6-Amazon.com-SIOC or 6-SAMSCLUB, PackSight takes the guesswork out of packaging testing and reduces the time it takes to complete tests.

### With PackSight:

- ✓ Select test protocols
- ✓ Input package information with ease
- ✓ Quickly generate test paths

PackSight is transforming the way packaging testing is performed with a dynamic online platform allowing users to easily input packaging information, quickly select test protocols, and generate test paths in minutes. Users can start a new test or pick up where they left off with a test already in progress.

With over hundreds of thousands of tests conducted annually, ISTA realized that moving to a digital method would enable its members to better select, collect and analyze tests.

Test Path

Atmospheric Conditioning

Equipment Required For Vibration

Package Shape : Standard

#### Required :

- ✓ Test Block 1, Atmospheric Preconditioning
- ✓ Test Block 3, Shock
- ✓ Test Block 4, Vibration Under Dynamic Load
- ☐ Test Block 5, Vibration Under Dynamic Load - Pails and Cylinders
- ☐ Test Block 6, Vibration Under Dynamic Load - Smalls
- ✓ Test Block 7, Vibration



## Collect

Once users select the right test, they can quickly and easily perform the procedures. Whether users are veteran testers or new to the process, they can select a step-by-step or short test plan to complete tests.

In the step-by-step version, users are walked through the test protocol, and given helpful tips and before-you-begin information for each test block.

In the short test plan, users see a streamlined view of the test blocks, which hides the information they already know, and allows them to quickly and efficiently complete a test on a single screen.

### With PackSight:

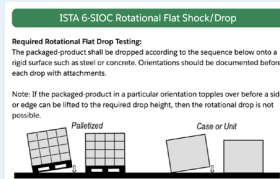
- ✓ Collect info via short or step-by-step test plan
- ✓ Capture details and insights on packaging performance
- ✓ Quickly and easily log data directly into PackSight

## SHORT TEST PLAN

## STEP-BY-STEP

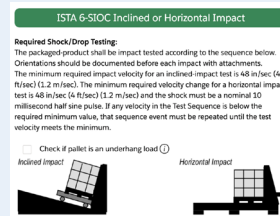
1

### ROTATIONAL FLAT DROP



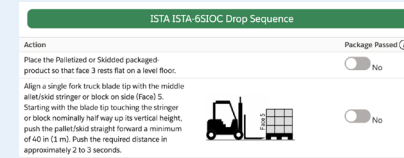
2

### INCLINE OR HORIZONTAL IMPACT



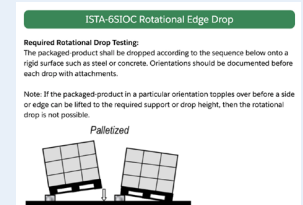
3

### FORKLIFT SIMULATION



4

### ROTATIONAL EDGE DROP





## Analyze

One of the major benefits of PackSight is automatic report generation, which previously took hours when done manually.



With PackSight, users can auto-generate reports within the platform based on their inputs and documentation. Within minutes, users can have a PDF or digital version of their test, stored within PackSight for historical tracking and reporting. Test results can be easily accessed on the go, as long as the user has an Internet connection.

### With PackSight:

- ✓ Auto-generate reports based on inputs
- ✓ Receive a PDF or digital version in minutes
- ✓ Quickly access and share results on the go

### Mobile & Tablet Friendly

A critical part of testing includes documenting results. Now, users can perform tests using their phones or tablets and take and upload pictures as they go. No more taking pictures, emailing them and then embedding them in PDFs.

Prefer to use the desktop version of PackSight? Users can leverage the desktop and mobile versions of PackSight to complete tests. For example, users can select the test through their laptops and add photos later on using their mobile or tablet devices.



### Test Plan Print-Out

In some instances, labs may not have access to devices like tablets, cell phones or computers. In this instance, users can select and print out a test plan directly from PackSight and complete by hand.

### Auto-Generate Test Reports

With PackSight, users can auto-generate reports within the platform based on their inputs and documentation. Within seconds, users can have a PDF or digital version of their test, stored within PackSight for historical tracking and reporting. Test results can be easily accessed on the go, as long as the user has an internet connection.

### Forecast Future Test Results

Have a new test to perform? With PackSight, users can easily search through past tests to get an idea of what the results might be or predict what may happen to future similar packaged products.

### The Power of Community Sharing

PackSight represents the future of packaging testing and ISTA standards. Users can choose to share results back to ISTA, allowing ISTA to provide data-driven insights to improve test protocols and benefit the entire packaging community.

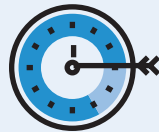


## Benefits for Labs, Brands, Suppliers & Universities



### Labs

PackSight provides labs a way to streamline and track their testing processes. Digital testing allows technicians to select the correct tests with confidence and quickly perform the right steps in a guided or short test plan. They can also better service their customers by quickly sharing internal test results and analyzing trends over time. With PackSight, labs can continue building strategic value for the customers they serve.



### Brands

PackSight gives brands digital access to all the tests they've run and lets them leverage reporting to predict results and best tests to use over time. International brands can easily collaborate with stakeholders across the globe while gaining visibility into test statuses. PackSight also helps major brands accelerate their speed-to-market. And with access to easier and faster test processes, package testing and product development times can decrease without compromising quality.



### Suppliers

PackSight allows suppliers with labs to provide streamlined testing as a value add to their customers while keeping costs down. PackSight eliminates a large amount of time and manual work typically required to complete the same tests.



### Universities

PackSight enables packaging students to gain hands-on experience with the latest in package testing technology. Since PackSight guides users through each test, students can learn from the consistent patterns within each specific step and confidently perform the right tests in the right scenarios.

To innovate and meet the needs of a new generation of consumers, teams need to simplify processes and reduce manual work, while also increasing speed-to-insights.



## ISTA & Specright Partnership

Over the past two years, ISTA and Specright, whose Specification Data Management™ platform is used by leading packaging professionals, worked together to develop PackSight. Through the process, both companies focused on security, scalability, and technological expertise.

### Security

PackSight leverages Specright's best-in-class security capabilities to ensure data is safeguarded. Through a combination of technology and user permissions, labs can rest assured that the right data is accessed by the right people.

### Scalability

PackSight is built on the Specright Specification Data Management™ platform, which was built for enterprise companies to manage hundreds of thousands of data points related to packaging and products.

As a result, PackSight can easily perform and store tests without a lag in performance. Both companies will also work to continuously release new PackSight features to benefit labs and members.

### Technology & Industry Expertise

In creating PackSight, ISTA and Specright combined over 100 years of packaging expertise and leading technology innovations. The result is a platform built by packaging professionals, for packaging professionals.

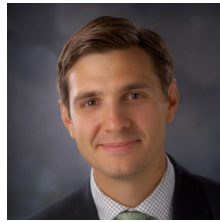




## Final Thoughts

At ISTA and Specright, we're excited to bring PackSight to hundreds of labs across the world. With PackSight, users can spend more time testing and less time processing paperwork and generating reports. Furthermore, the ability to share test results and analyze data over time will lead to breakthroughs in packaging innovation and progress.

## About the Authors



### About A.J.

A.J. is the President & CEO of ISTA. He received his B.S. in Packaging from Michigan State University in 2005. He began his career with UPS in Chicago, IL where he worked as a Packaging Engineer and Supervisor of Dangerous Goods. He is a member of the Editorial Board for the Journal of Applied Packaging Research (JAPR) and sits on the Packaging Advisory Board at Cal-Poly.



### About Matthew

Matthew Wright is the founder & CEO of Specright and has been in the packaging industry for over 25 years. Prior to founding Specright, he held leadership positions at International Paper, Temple Inland, and rightPAQ — a packaging company he co-founded. He has also been involved in leading multiple M&A deals in the packaging industry and sits on the Packaging Advisory Board at Cal-Poly.

### About ISTA

International Safe Transit Association (ISTA) is an organization focused on the specific concerns of transport packaging. ISTA is the leading industry developer of testing protocols and design standards that define how packages should perform to ensure the protection of their contents during the ever changing risks of the global distribution environment. As a nonprofit, member-driven association it sets the standards for optimizing the resources in packages that are designed to be survivable, sustainable and successful. Worldwide, ISTA is the most trusted, knowledgeable and respected authority in predictive package-performance testing helping its members develop more effective packaging.

### About Specright

Specright is a cloud-based SaaS platform for Specification Data Management for goods producing companies with complex needs. Whether it's packaging, raw materials, formulas, products, or machines, Specright helps companies reduce costs, create efficiencies, and drive sustainability by structuring, sharing and analyzing specifications along the supply chain.



hello@specright.com | 949.386.7334 | [www.specright.com](http://www.specright.com)

© 2020 Specright is a trademark of Specright



[ista@ista.org](mailto:ista@ista.org) | 517.333.3437 | [www.ista.org](http://www.ista.org)