

Success Story

Sustainable Manufacturing

Display Pack

Sustainable Business is Good Business

Sustainability can be a catch phrase for many companies, but not for the Michigan based packaging company, Display Pack. Display Pack is dedicated to sustainable manufacturing in Grand Rapids, and its leadership possessed the foresight to know that sustainable business practices would improve efficiency and give the Company access to an increasingly green market.

Since its founding in 1967, Display Pack has prided itself on providing its worldwide customers with innovative, high-quality packaging, and being able to deliver that packaging in a cost effective manner. Display Pack is a single-source provider of a wide range of thermoforming, printing and packaging. From design to production and packaging, Display Pack has the talent and know-how to tackle virtually any packaging need.

That versatility and knowledge allows Display Pack to boast well-served customers in the automotive, retail, manufacturing, food, hardware, toys, and appliance industries. Many of these customers are world famous and trust Display Pack with their vital packaging needs. Customers include Amway, Bissell, Olay, General Electric, and AT&T, among many others.

Beyond manufacturing, Display Pack researches new, more sustainable packaging solutions. It was the passion for innovation and sustainability that led the company to make energy efficiency improvements to its production facilities. There was one major challenge though: their facility was over 100 years old and would require retrofitting.

Nate Briggs, Display Pack's Logistics Manager, was tasked with finding efficiency gains and retrofitting the facility to improve the sustainability of all of Display Pack's products and services. The company knew if it could achieve a certain level of sustainability it would be able to access and expand its share in a growing sustainability market. Moreover, if Display Pack could have employees like Briggs trained to find innovative ways of realizing efficiency gains, the Company could continuously improve its business.

Display Pack learned of the Michigan Manufacturing Technology Center-West's (MMTC-West) programs, and it engaged with MMTC-West to train Briggs in the 5-session Energy Champion Learning Series (ECLS) for \$300.

ECLS taught Briggs the basics of energy accounting and energy management systems as well as how to analyze Display Pack's utility invoices. These tools enabled Briggs and Display Pack to track energy use and analyze how to realize efficiency gains through energy benchmarks, utilization indices, and audits.



Equipped with these tools, Briggs analyzed Display Pack's lighting, HVAC, and production equipment for their load requirements.

In the final ECLS session, Briggs integrated this knowledge and developed a company-specific energy management plan, and the first two improvements focused on the most energy-intensive consumers: lighting system and air compression equipment.

Display Pack completed a 5-phase retrofit of the lighting systems on its three production floors.

The floors required 9,975 less watts, at an annual savings of \$12,800. By analyzing and changing the way employees used air compressors, Briggs was able to implement an energy management plan that realized in \$70,000 - \$80,000 in savings.

Not bad for a \$300 investment. Display Pack realized immediate savings, and now, Briggs and Display Pack have the tools to improve the the Company's efficiency, expand its green business, and continue developing innovative ways to serve their customers.



Display Pack

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Grand Rapids, MI

Website: www.displaypack.com

Established: 1967

Products: product packaging

Industries Served: Packaging, Plastics, Rubber, Scientific Analysis, Hot Glue, Vacuum Applications, Die cast

Primary NAICS: 326199

