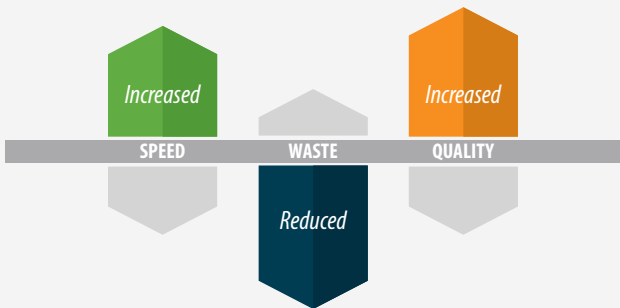


# JBM creates innovative packaging for GlaxoSmithKline



GlaxoSmithKline is a science-led global healthcare company with a mission: help people to do more, feel better, and live longer. Headquartered in Brentford, London, GSK produces pharmaceuticals, vaccines, oral and nutritional products, and over-the-counter medicines.

## CHALLENGE

GlaxoSmithKline was in need of an accelerated production process in order to get more product out the door and into the hands of their customers. In order for GSK to move forward with a new investment, it was critical for JBM to increase their throughput, uptime, and overall production volume for GSK's powdered headache medicine packaging.

## SOLUTION

### STEP 1: COLLABORATION AND DISCOVERY

Our team at JBM determined that there were critical paths that needed to be evaluated. We mapped out the entire production process and uncovered the root causes that inhibited production optimization. We were able to uncover several steps that could be eliminated, including the GSK Operator being required to load their machine with envelopes to be filled. Next, our JBM Packaging Expert organized a joint Packaging Inspiration Expo at our manufacturing facility. Reviewing multiple packaging types was a great

way to inspire diverse new ideas—acting as the foundation for new development.

### STEP 2: SOLUTION DEFINITION

By working collaboratively, the team was successful in developing a new solution for packing the envelopes. They designed a sleeve type packaging that would automatically load the envelopes into the filling machine and eliminate the lid. Throughout the concept phase, the team followed a specific process called "Plan-Do-Check-Act." This allowed the team to use multiple iterations of problem solving to produce a solution for the customer.



Original



Prototype

*"I thoroughly enjoyed partnering with GSK to create a more efficient packaging solution. Something really special can happen when you are hands-on with the customer working as a team."*

– KYLE ANDERSON - JBM TEAM MEMBER SINCE 1997

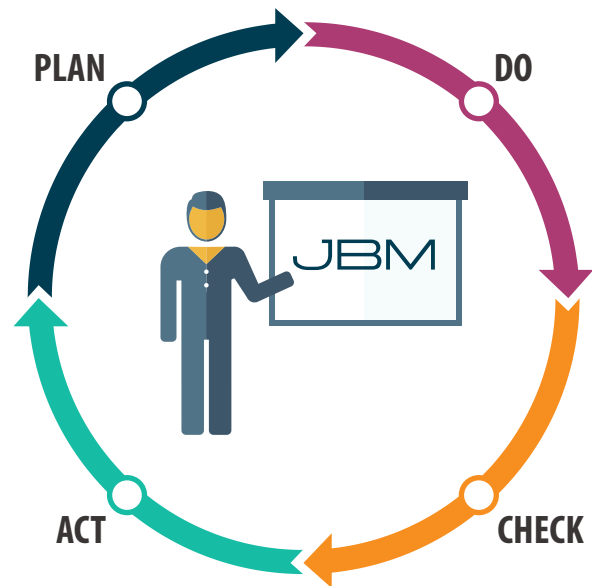
**SOLUTION CONT.**

**STEP 3: DEVELOPMENT AND TESTING**

The initial packaging sleeves were tested on GSK's machine, and it was quickly discovered that the operators had a difficult time knowing exactly how to assemble the packaging, as well as which direction to load the sleeves in the filling machine. Fortunately, further testing of the boxes was very productive. Our testing revealed that if the packaging was able to interlock, the envelopes would stay flatter and load easier into the filling machine. The next version of the sleeve was reviewed and our team brainstormed solutions to further increase production speed. We decided to make the inner carton flap smaller to allow the envelopes to easily slide down the sleeve and into the filling machine, which increased the filling rate.

**RESULTS**

The team's solution made the product available to the consumer at a lower cost. GSK and JBM reached a solid solution which greatly improved GSK's envelope packaging design and ultimately decreased the cost and handling time. As a result of the production process being accelerated, GSK was able to move forward with their investment and distribute more product to their consumers.



*Final Packaging Solution*