



Custom-Built Packaging Line Perfect for Craft Brew Retail Variety Packs



CHALLENGE

When faced with a variety 12-pack sales opportunity, a local craft brewery partnered with Praxis to scale up operations to meet increased consumer demand. Praxis was called on for help to package 80,000 units. The brewery was committed to make deliveries to multiple outlets and on time. Praxis was given two weeks to create a new line before trucks would roll up to its doors with inventory of four craft brews and the variety packs.

SOLUTION

Praxis experts custom built a \$100,000 packaging line capable of cartoning four separate beverage types into 12-pack retail variety boxes within two weeks of the initial request. This line, capable of finishing 25,000 units of 12 packs per day, is also very flexible and can be modified to accommodate larger variety pack sizes such as 15 and 24 packs.

OUTCOME

All variety packs were made and delivered on time. Since the initial order, Praxis has continued to package for the client and two more craft brewers have engaged Praxis for our packaging solutions and promotional packaging needs. Due to the growing demands for these services, Praxis has also invested in a \$250,000 line that will further automate this capability to be installed summer 2023.

Contact us for more information on how we can help you with all your packaging needs at (616) 827-8525.

“When customers contact Praxis for assistance, we know the clock is ticking! Our experts waste no time rising to the challenge of onboarding customer programs in record time, all while upholding our quality processes to do it right the first time.”

**Director of Sales
and Marketing**
SARAH FAISON

OUR CAPABILITIES

Primary Packaging:

- Solid Dose Bottling
- Solid Dose Blistering
- Single-Use Flexible Packaging
- Rigid Tube
- Bottles & Jars

Secondary Packaging:

- Clam Shell Blister
- Stretch Carding
- Shrink, Bundle & Cello
- Cartoning & Display
- Tipping
- Dose Packs
- Kitting

Serialization:

Praxis is a Serialization-ready Contract Packaging Organization (CPO) and has been compliant with the Drug Supply Chain Security Act (DSCSA) since 2016.

Precision & Specialty Labeling:

- Brite Stock Labeling
- Vision Systems (Verification)
- High-speed Inkjet
- Laser Coding
- UDI & 2D Matrix

Services:

- Consulting
- Package Design & Development
- Rework & Inspection
- Reverse Logistics
- Cold Chain



PRAXIS™

Praxis Packaging specializes in primary tablet filling of OTC and secondary packaging, Rx packaging and serialization, as well as food & beverage and personal care items at our Grand Rapids, MI, and Columbus, OH facilities.

We also operate an FDA registered facility through our subsidiary, Unette, located in Randolph, NJ. Unette adds their expertise in the blending and filling of rigid and specialty flexible containers, as well as providing secondary packaging solutions for the nutraceutical, personal care, health & beauty, and cosmetic industries.

Our Executive Team averages 20 years in regulated and quality environments and focuses on building long-term relationships by ensuring the success of our customers and the quality and excellence of their products.