

Electrical OEM Success Stories

Submitted by: Carlos Nieves

Customer: Located in the Caribbean

Product(s)
Manufactured: Produces and distributes rum

Product(s)
Presently Used: Fuller Hot Melt

Problem: The customer has received complaints from their customers that some of the cases were arriving open with some bottles missing. The customer needs a **Hot Melt** strong enough that if anybody tries to open up the case to get a bottle out before it arrives to the customer's final destination that it damages the cases and looks broken into. However, the customer doesn't want to pay any additional cost for the **Hot Melt**.

Solution: The **Loctite 1942 Hot Melt** is strong enough for the customer to achieve his results of keeping unwanted people from removing the bottles easily without damaging the case. The only problem was the **Loctite 1942 Hot Melt** sold for \$2.75 per pound vs. \$1.45 for the **Fuller Hot Melt**. However, the customer did a test of the 1 case of **Loctite 1942 Hot Melt** and discovered that in production the Loctite 1942 lasted 6 working days vs. the Fuller brand, lasting 2 days

Result: The customer now uses the **Loctite 1942 Hot Melt** which supplies the strength needed to keep the box together and arrive at their customer with no bottles missing. The total cost to the customer is lower. The customer also realized that even though the **Fuller brand Hot Melt** had a lower price, the **Fuller brand Hot Melt** used more water in its material make up the **Loctite 1942 Hot Melt** was lasting 3 times longer than the **Fuller brand Hot Melt**. This also increased our sales by \$25,000 to the customer.