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Innovative Packaging Provides CTI's Technology To Customers

by Anna S. Dutko

Milwaukee, Wisconsin based Innovative Packaging Corporation recently offered some of its customers a sneak preview of CorrChain, a new supply chain management system designed by Corrugated Technologies Inc. to automate business operations. "We have to figure out how to do business better with our customers and we're looking at options," said IPC President John Lingle.

"Our intent is to go out to our customers and show them the technology that's out there. Those who are interested can use it, and those who don't have an interest, don't have to. We feel an obligation to try and help our customers conduct their business more efficiently," said Lingle.

CorrChain Demo

Bill Wappler, President of CTI, demonstrated how CorrChain works and its benefits to boxplants. "The program is launched via the Internet. There's no software to install," he said.

With CorrChain, customers can place orders and make changes to current orders via Innovative Packaging's web site versus phoning them in to customer service. "Innovative's sheet plant customers will be able to send requests through the system electronically," said Gordon Hay, Chairman and CEO of CTI. Once an order is placed, a confirmation would be sent to the customer via e-mail.

"Boxplants can still use their current software systems, such as ZYTEK, HRMS, thus eliminating double entry when they place an order. They'll just be using a different vehicle to send their order information to us," said Lingle.

Customers would also be able to find out the status of

orders in real time on the Internet. "They can go on our web site, type in their P.O. number, and it will bring up everything about their order, including quantity ordered," said Lingle.

Another purpose of meeting was to get feedback from customers before implementing the new technology, Lingle noted. "We want to give our customers a taste of the advantages [of CorrChain] and let them drive it," he said.

Kerry Drake of Package X.com talked to IPC's customers about his company's web-based service, through which boxplants can create box designs and projects online.

Positive Feedback

After the meeting, many of IPC's customers were enthusiastic about the new technology. Jim Anderson, President of Badger Packaging & Display, commented, "It's a very applicable system tying sheet plants and sheet feeders together."

"We appreciate the steps that

IPC is taking to make the process of ordering materials from them easier and more efficient. Other similar systems we use and have reviewed require double entry into both our system and theirs. Not the case with IPC, which interacts fully on both sides, saving us time," said Brian Kunick, Network Administrator for Great Lakes Packaging Corporation.

Lingle added that CorrChain should be up and running on Innovative Packaging's web site by the end of October.

Wappler noted that IPC is the first sheet feeder in the corrugated industry to utilize the CorrChain technology.



Innovative Packaging's President John Lingle, flanked by Corrugated Technologies Inc.'s Chairman and CEO Gordon Hay, at left, and CTI President Bill Wappler, gave some of IPC's customers a demonstration of the latest in supply chain technology.