

## CUSTOMERS SPEAK

### A compact automatic bagger that unlocks a vast global opportunity.

Headquartered midway between Tel Aviv and Haifa on Israel's picturesque Mediterranean coastal plain, Delta Galil has established itself as a manufacturing leader in the global fashion industry. Designers and retailers worldwide rely on Delta Galil's industry know-how and manufacturing expertise to help them introduce new trends in their growing markets. By manufacturing a wide range of made-to-order products, from intimates, and activewear to kid's wear, the company has contributed to the success of some of the world's most influential retailers, including Nike, Victoria's Secret, and Calvin Klein, to name but a few. With many global licensing agreements, Delta Galil products are offered under leading brand names like CK Kids, Columbia, Wilson, Maidenform, Tommy Hilfiger, and several others.

Like most apparel manufacturers, Delta Galil's Southern California distribution operation pays special attention to its product packaging procedures. Precious margin is consumed very quickly if packaging efficiencies are not carefully maintained. Labor costs can be high, and this is where packaging automation can prove significantly beneficial. At the California distribution center (where labor costs are relatively high), apparel was packaged in an inefficient yet remarkably common manner. Single items were placed in a flat poly bag, opened, filled, sealed, and then labeled. The entire 4-step procedure was done by hand. Even with agile, experienced packaging personnel, the process was slow and exceedingly inefficient. As the direct to consumer business at Delta Galil grew, the hand packaging line required more staff to keep



up. It was becoming an expensive bottleneck that was starting to eat into already tight margins. Hand packaging had become unsustainable, and it was time to search for a solution.

#### The search was on

To support steady growth, the packaging experts at Delta Galil decided to take a fresh look at their packaging practices, and the obvious first step was to attend the leading professional packaging exposition in the Western United States: West-

Pack in Anaheim, CA. WestPack exhibitors included more than 1,500 leading suppliers of advanced packaging equipment, materials, containers, automation technologies, and other supply chain solutions. The expo brings together suppliers of the latest packaging solutions for global companies, start-ups, and everything in between. Attendees included corporate, general, plant, and project managers; engineers; production supervisors; those involved in operations and quality control; purchasers; package designers, brand managers, and marketers from what seems like every industry. Here, the Delta Galil delegation lead by Senior Director of Distribution, Mr. Jeff Lewis, learned a bit about PAC Machinery and several other packaging equipment manufacturers. After a comprehensive survey of the expo, there was a machine at the PAC booth that caught their collective eyes: the Rollbag™ R785 automatic Bagger.



#### Rollbag™ R785 Automatic Bagger

*The Rollbag R785 automatic bagger is an excellent choice for reliable, high speed packaging. This versatile bagger can cycle at speeds of up to 40 bags per minute using Rollbag pre-opened bags on a roll. It features a compact design and is assembled with high quality components.*

**DELTA GALIL**  
INDUSTRIES LTD.

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## CUSTOMERS SPEAK - *continued*

Greg Johnson, Regional Sales Manager at PAC Machinery, introduced the machine to the folks from Delta Galil. Johnson explained that the Rollbag R785 is a unique, all-electric tabletop automatic poly bagger that uses the same electronics as the larger floor standing PAC baggers. Configured with an optional label printer applicator, Johnson promised that the R785 would deliver a dependable, industrial quality, multi-shift packaging solution that would significantly reduce packaging time. With its advanced control system, the R785



In 2000, Delta Galil's 7 For All Mankind brand put premium denim on the map by establishing itself as the denim authority and carving out a new market category. The brand's fabric innovation, and attention to detail quickly made it a favorite among celebrities, influencers, and trendsetters around the world.

new Rollbag Recylene™ brand mailer bag material which features 50%+ recycled content. This new material compound is designed for order fulfillment bags; it is exceedingly strong yet uses thinner gauge material. This unique machine/material combination is an environmentally-friendly, sustainable approach to e-commerce fulfillment.

"Until now, e-commerce fulfillment packaging operations lacked a bag material that utilized a high percentage of recycled material in its formulation. Conventional poly bags typically contain a small percentage of recycled content (often derived from the waste material in their own manufacturing process); this content is usually in the single digits. Conventional material thickness is around 3-mil, depending on the manufacturer", reports Greg Berguig. "Our new Recylene material uses a special blend of consumer and industrial recycled material that exceeds 50% of the total bag material content. We believe the use of our newest bag material, which is thinner (by >30%), and stronger, is a winning combination for Delta Galil. I believe it will appeal to their environmentally-conscious customers".

After careful consideration, Delta Galil decided to purchase two Rollbag R785 Automatic Baggers. The machines were built and delivered to the Southern California facility on

can operate at a rate of up to 40 bags/min, ensuring that machine speed would not be the limiting factor in the Delta Galil packaging operation, even with skilled operators. The 100% electric R785 automatic bagger does not require compressed air, which means the distribution facility needs no modification to accommodate it. Adding to its versatility, the R785 bagger has a small footprint, is relatively lightweight, and can be moved around the packaging environment quickly; set up is easy virtually anywhere with access to an ordinary electrical outlet.

### Material benefits

Greg Berguig, VP of Sales and Marketing at PAC joined the conversation and offered up more when it came to benefits. He mentioned that PAC also manufactured a new bag material. Berguig suggested pairing its versatile Rollbag R785 Automatic Bagger and their



The Rollbag R785 bagger can be equipped with a range of options, printers, and feeding devices to maximize and automate virtually any packaging process.

**“We considered Delta Galil's requirements very carefully... but I was quite sure from the start that I knew the machines they needed to alleviate their packaging bottleneck.”**

**Greg Berguig**

Vice President, Sales & Marketing

PAC Machinery

**Watch the Rollbag R785 Automatic Bagger in action >>**

<https://www.pacmachinery.com/clamcopackaging/product/roll-bag-r785-automatic-poly-bagger>

## CUSTOMERS SPEAK - *continued*

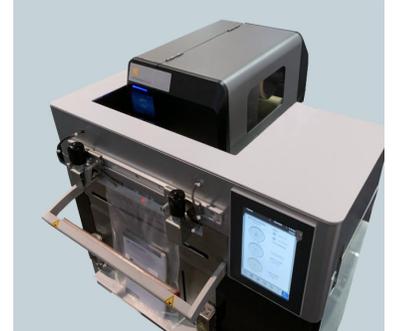
time as promised. The machines were up and running quickly, and they significantly reduced the labor demand for hand packaging apparel – as promised. As anticipated, the implementation of the two automatic baggers virtually eliminated the hand packaging bottleneck.

### How do you measure success?

The successful implementation is summed up in a simple statement from Delta Galil's Jeff Lewis: "Our machines are running great. We had our CEO here last week and he approved purchasing the two additional new machines. What are the lead times for the new machines and bags?" ✦



Launching in 2002 as a collection of premium tees, Splendid quickly became a leader in their industry. The company has since grown to include almost every lifestyle category – all highlighting the soft, luxurious fabrics the brand is known for. With an uncomplicated, timeless aesthetic, Splendid has come to be known for so much more than a t-shirt – it's a lifestyle. By maintaining an eye for detail and innovation, Splendid continues to broaden and inspire its audience. Splendid joined the Delta Galil family in 2016, a seamless addition to the growing casualwear conglomerate.



The R785 is the first all-electric bagger that offers an optional, integrated label printer applicator. This industrial labeling solution prints and applies a label on the first bag to be fed out. This is ideal for applications like poly mailers that require a shipping label or other data that changes with each bag. Because you can scan, print and apply a bar code label directly on the bag, you have the option to use bags that are clear on both sides. As the label printer applicator works with direct thermal labels, as well as thermal transfer, there is no need for printer ribbon.