

# Pop & Drop

*Fast, Flexible & Frustration-Free Launch*

*Eliminate the upfront capital, scheduling burden, and risk of fixed returnable dunnage during the most volatile period of any automotive launch. Pop & Drops give suppliers the speed, efficiency, and flexibility they need during ramp-up, so they can seamlessly transition to fixed returnables when the time is right.*



**70–90%**

Less upfront packaging spend

**Weeks**

From design to ship

**Zero**

MOQs, dies, or tooling

**100%**

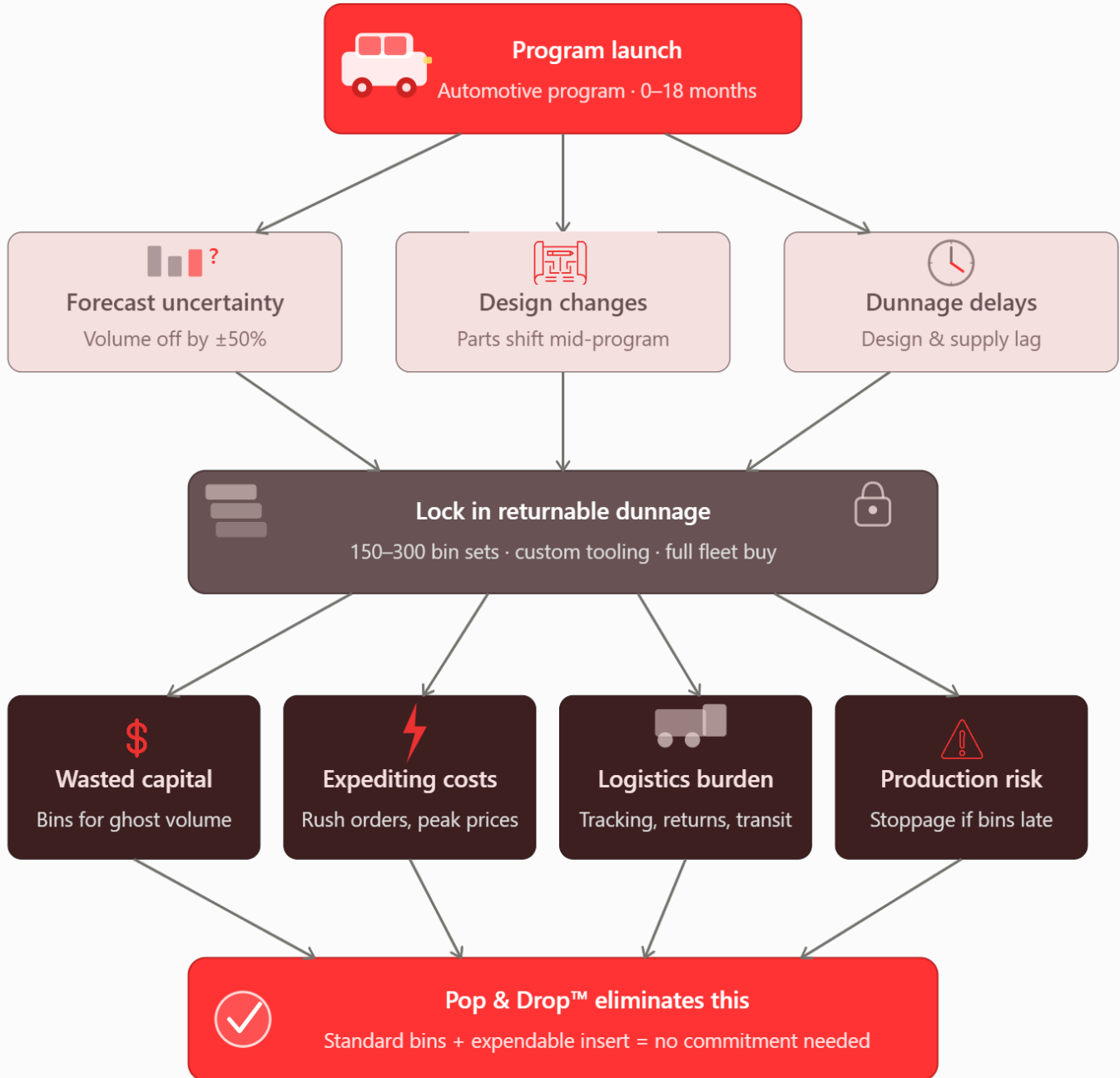
Recyclable & reusable

## THE LAUNCH PROBLEM

Production forecasts are rarely accurate and most vulnerable during launch. Committing to fixed returnable dunnage before volumes stabilize creates a cascade of avoidable costs and risks:

- **Capital exposure:** Buying 150–300 specialized bin sets for volume that may never materialize.
- **Scheduling complexity:** Coordinating container fleets to arrive at dunnage suppliers, waiting on install lead times, then arranging pickup and delivery of the full fleet.
- **Container loss:** Estimate 10–20% of containers are lost, damaged, or stolen —a fraction of that cost with Pop & Drop.
- **Forecast risk:** OEM volume projections shift constantly. Locking in fixed dunnage before the program stabilizes is the wrong bet.

Launch window: the problem with committing early



**THE POP & DROP SOLUTION**

Pop & Drop converts a standard off-the-shelf bin, Orbis, Monoflo, Buckhorn, into a high-density, protective, Class-A-compatible pack. No custom tooling. No dedicated bin fleet. No commitment before your program stabilizes.

**Returnable-Level Pack Density**

Fits the same number of parts as engineered returnables, without the price tag or complexity.

**No Tooling. Ships in Weeks.**

Designed and delivered fast. Accommodates part changes without scrapping permanent dunnage.

**Simpler Supply Chain**

Expendable design means no return freight, no tracking, no waiting for bins to cycle back, and no production stoppages.

**One Bin. Every Part.**

Standardize across all parts shipped to the same OEM. Fewer bin types, lower inventory, simpler storage long after launches.



**WHEN POP & DROP MAKES SENSE**

Returnable packaging is the right long-term answer once volumes stabilize, designs freeze, and forecasts are reliable. Pop & Drops are built for the window before that happens:

- First 6–18 months of any new program launch
- High part variety going to the same OEM
- Uncertain or shifting production volumes
- Programs where returnable dunnage design is behind production schedule



## YOUR OPTIONS ONCE LAUNCH STABILIZES

Pop & Drop isn't just a launch fix, it gives you optionality. Once production is at volume, you choose your path:

- **Phase to fixed returnables:** Transition containers at your own pace, on your own timeline — no scramble, no pressure.
- **Keep Pop & Drop long-term:** The business case may justify continued use as a permanent packaging solution.
- **Run a hybrid:** Mix Pop & Drop and fixed dunnage based on geography, border complexity, supplier location, or cost efficiency. Not every part needs the same solution.

Before you commit to expensive returnables, let's run your launch scenario with Pop & Drop.

*We'll show you how much capital, time, and risk you can eliminate.*

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