



Goodwill Industries Improves Warehouse Utilization, Reduces Merchandise Damage and Environmental Impact Related to Packaging

Goodwill Industries is a nonprofit organization that collects and distributes retail merchandise primarily received through donations. For years, Goodwill has been an entrepreneurial leader, environmental advocate, and social innovator and believes in the “reduce, reuse and repurpose” model. Goodwill collects and sells donated goods that may have been landfilled, thereby reducing waste. It also embraces plastic reusable packaging to move, handle, store and transport these donated items within its operations. At its warehouses where donated goods are collected, sorted, processed, and distributed to retail locations for resale, Goodwill was experiencing product damage, significant recurring packaging costs, and underutilized warehouse capacity. By replacing wood pallets and fiber corrugated gaylords with the ORBIS OPTEBulk, a 40” x 48” reusable pallet and sleeve system for bulk storage and stacking, Goodwill realized a 50% increase in warehouse utilization, better trailer utilization, improved worker handling, efficiency, and safety, and reduced merchandise damage, packaging cost, and environmental impact.

MEASURABLE IMPROVEMENTS:

- 50% increase in warehouse capacity
- 28% increase in trailer utilization
- Improved worker handling, safety, and efficiency
- Reduced merchandise damage
- Eliminated recurring packaging cost
- Reusable system for long-term storage and distribution
- 100% recyclable at end of service life



The Challenge

Goodwill has a network of 160 warehouses across the country, where it collects, sorts, processes, and distributes donated products to retail locations for resale. The warehouses used a wood pallet + fiber corrugated gaylord combination to store and stack merchandise. As a result, they were experiencing product damage, significant recurring packaging costs, and underutilized warehouse capacity. Loads could only be stacked four high, resulting in underutilized vertical space. These vertical stacks were uneven and unstable, causing concern for worker safety, as well as product damage. In addition, with no dedicated cover for each gaylord, merchandise was further subjected to damage and dust.

The Goal

Identify a warehouse and transport packaging system to address recurrent costs, product damage, and space utilization while remaining true to the Goodwill “reduce, reuse, and repurpose” operating model.

The Solution

Select Goodwill locations, led by Goodwill of Central and Southern Indiana, have implemented a reusable 40" x 48" pallet and sleeve system for bulk storage, the ORBIS OPTEBulk. This system creates a secure lightweight and stackable packaging solution that increases warehouse utilization and improves overall handling. Additionally, the system is highly versatile with an interchangeable pallet that acts as both the pallet and a cover, eliminating the complexities related to multiple packaging components.



BEFORE: Corrugated Gaylords on Wood Pallets



AFTER: ORBIS OPTEBulk, a 40" x 48" Reusable Pallet and Sleeve System



BEFORE & AFTER
Side by Side

“Each Goodwill warehouse location manages its own operations. ORBIS Corporation collaborates with Goodwill locations across the country to analyze their unique needs, implement standardized reusable packaging solutions, and share best practices and insights with other Goodwill locations to expand their use of reusable packaging.”

-- Samantha Goetz, Marketing
Communications Manager, ORBIS

The Impact

Warehouses within the Goodwill Industries network that have implemented the OPTEBulk system have realized significant operational and environmental benefits:

- 50% Increase in Warehouse Capacity – With the ability to stack the OPTEBulk up to six high, Goodwill fits more units vertically, saving floor space.
- 28% Increase in Trailer Utilization – With the new solution, 72 OPTEBulks can fit in a trailer compared to 52 gaylords, resulting in a potential 28% increase in trailer space usage.
- Improved Worker Handling Efficiency - Lightweight design allows workers to move the OPTEBulk system easily in trailers and in the warehouse. When assembled, the covers fit snugly on the sleeve and stack securely with the pallet above it in a stack. Sleeves fold easily when empty.
- Enhanced Worker Efficiency and Safety- Standardized loads are now securely column stacked. In addition, there are no splinters or exposed nails from wood pallets.
- Reduced Damage to Merchandise - Merchandise is not being damaged due to unstable stacks and secure covers protect merchandise from dust and debris.
- Recurring Packaging Cost Savings – Reusables offer a long service life with little damage to structural integrity, resulting in pallets and sleeves that last longer. Recurring wood pallet and gaylord purchases are no longer needed.
- Reduction and Reusability – The OPTEBulk system is designed for re-use and creates a way for Goodwill to have a long-term storage and distribution solution. It fully aligns with Goodwill’s approach of “reduce, reuse and repurpose.”
- Recyclability – At the end of its service life, the all-plastic OPTEBulk pallets are 100% recyclable, as is the reusable sleeve.



While each Goodwill warehouse location manages its own operations, they network with other locations to share best practices. ORBIS Corporation collaborates with Goodwill locations across the United States to analyze their unique needs and implement standardized reusable packaging solutions. ORBIS understands Goodwill's supply chain and shares insight with other Goodwill locations to expand their use of reusable packaging. As a result, many of the locations have turned to a variety of reusable packaging solutions for their operations.



About Goodwill Industries International

Goodwill Industries International (GII) is a network of 162 community-based, autonomous organizations in the United States and Canada with a presence in 13 other countries. GII is a 501(c)(3) nonprofit that is recognized by GuideStar with its Platinum Seal of Approval, the organization's highest rating for charities. GII was also ranked by Enso as the #1 brand doing the most good in the world for two consecutive years, and was the only nonprofit brand rated in Forbes' 20 most inspiring companies for three consecutive years. Local Goodwill organizations are innovative and sustainable social enterprises that create job training programs, employment placement and other community-based programs by selling donated clothing and household items in more than 3,200 stores collectively and online at shopgoodwill.com. Local Goodwill organizations also build revenue and create jobs by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, food services preparation, and document imaging and shredding. To learn more, visit goodwill.org.



About ORBIS Corporation

With more than 160 years of material handling expertise and 50 years of plastics innovations, ORBIS consists of a portfolio of businesses that meet the material handling needs of companies across many industries. ORBIS helps world-class customers move their product faster, safer, and more cost-effectively. Using a proven approach, ORBIS experts analyze customers' systems, design a solution, and execute a reusable packaging program for longer-term cost savings and sustainability. Using life-cycle assessments to compare reusable and single-use packaging, ORBIS also helps customers reduce their overall environmental impact. ORBIS is a part of Menasha Corporation, one of the oldest family-owned manufacturers in the United States. As a steward of sustainability, ORBIS is committed to a better world for future generations. For more information, please visit www.orbiscorporation.com, www.facebook.com/ORBISCorporation, www.twitter.com/orbiscorp or www.youtube.com/orbiscorp.



About the Excellence in Reusable Packaging Award

The Reusable Packaging Association (RPA) Excellence in Reusable Packaging award recognizes companies and organizations that have developed and implemented innovative and measurable reusable packaging solutions in a business-to-business supply chain. 2017 marks the 6th year for this annual award program. Submissions are reviewed by an independent panel of judges who are not members of the RPA. The Reusable Packaging Association promotes the use and value of reusable transport packaging systems. It is a non-profit trade association of leading manufacturers, poolers, distributors, retailers, educators, and others with a commitment to reusable packaging systems and the message of reuse.