



# HOREN®



## Case Study: Horen's Reusable IBC delivers more volume, better hygiene, improved safety, and no landfill costs to Hirzel Canning Co.

### Background & Challenge

For decades, **Hirzel Canning Company and Farms** had used wooden totes to store and transport bulk containers of pizza sauce, tomato paste, and salsa products to customers across the U.S. The wooden totes were costly to maintain and difficult to clean. The strapping used to secure them was an added cost and waste. Landfilling scrap wood was expensive. Understandably, Hirzel sought a modern, reusable packaging solution to relieve these avoidable pain points.

### Solution & Results

Hirzel found its solution in **Horen Group's** Fruiticon 330 Intermediate Bulk Container (IBC), featuring the same footprint plus 5% more capacity than its wood predecessor while delivering the desired returnability. The IBCs are cleaned after use—the double-smooth walls are inherently hygienic and easy to sanitize—before returning to the pooling system for reuse. The need for strapping was eliminated due to an innovative self-locking closure system. The IBC's walls can be folded in any sequence, so handling is easier, while an ergonomic drop-door allows workers to place liners and valves without jumping or straining. With plastic IBCs, there is no splinter hazard.

The system savings are significant. The larger capacity of Horen's IBCs multiplied over a year equals 3.8 million more pounds of product moved and stored at no extra cost. Eliminating strapping represents an annual savings of \$50,000. Another \$100,000 in annual costs are avoided due to no IBC maintenance. When broken down, the IBC's slim profile allows more units to be shipped per load. Coupled with the environmental benefits of a reusable solution, Hirzel has easily achieved its goals of greater efficiency and sustainability.

**Market(s):** Automotive, Bakery, Food/Beverage, Chemical, Dairy, Meat & Poultry, Produce, Retail/Grocery, Pharmaceuticals.

**Solution:** Replaced wood totes for pizza sauce, tomato paste, and salsas with Horen's reusable plastic IBCs.

### Key Outcomes:

- 5% increase in product capacity, no increase in energy costs
- 5% reduction of greenhouse gas emissions
- Eliminated wood and strap landfill waste
- Slimmer profile when broken down allows more units per truckload
- Safer handling for workers
- Eliminated six-figure annual maintenance costs

