

Medtronic

BUSINESS CHALLENGE

Medtronic is a global leader in the development of groundbreaking treatment technologies for more than 70 complex health conditions. From the first battery-operated pacemaker in 1957 to its 2021 robotic soft-tissue surgery system, Medtronic is committed to bringing transformative solutions to individual lives.

Medtronic recently approached Oliver to partner on a packaging redesign for its RFA ClosureFast device. The venous cauterization device was being retooled to implement various enhancements. While its original packaging sufficed, Medtronic sought to rearrange the packaged contents for ease of use, to improve eco-efficiency, and achieve margin enhancement.

OUR SOLUTION

A card/hoop approach was identified as an effective solution to better arrange and secure the device. The iterative process led to a design that exceeded expectations.

By making the card, carton, and case smaller, pallet load size was more than doubled, saving on materials and sterilization costs.

Human factors testing showed that clinicians strongly endorsed the design. Nurses were thrilled that the new packaging became part of the procedure, with the ability to hold and even flush the device while still in the card/hoop assembly during a procedure.

RESULTS

The label size was reduced, the pouch being made 11% smaller. The shipping case went from double wall containing 14 units to single wall holding 17 units, a 33% material reduction. The carton holding the pouched device utilized recycled (CCNB) material and eliminated the use of bleached pulp. It was also 45% smaller. These modifications reduced solid waste by 60% (330,000 lbs.) for every 500,000 devices sold. Smaller packaging allows more devices per pallet, resulting in 27 fewer sterilization cycles and 23 fewer truckloads. Trucks could now carry 25,000 per load, up from 11,700. Sterilization quantities increased from 6,000 to 13,000 per cycle.



Imagery is for representation only. Actual device & packaging are proprietary.



“This project was really a partnership between Medtronic and Oliver. It highlighted the value of pursuing new ideas and together we scored a major win for optimal packaging performance, sustainability, and savings—without sacrifice. Incorporating human factors by talking with physicians in seven countries and via formal nurse interviews made it all the better.”

Jim Buccellato
Principal Packaging Engineer



For questions or concerns, please contact us.