

How to Pack Like a Pro With the Curby® Mini-Taper



As today's challenges drive an ever-expanding e-commerce market, small and large retailers can struggle to remain competitive. Busy and cost-conscious sellers are searching for ways to save time and money to maximize business results.

To this end, many retailers have adopted the new Curby® Mini-Taper (BP222), a sleek, lightweight manual water-activated tape (WAT) dispenser with a small footprint. It's an economical and easy-to-use machine delivering professional packaging and shipping results.

When the WAT bonds permanently to your cartons, it provides the strongest and most secure closure available. This helps prevent much of the damage, tampering and theft that can occur during the shipping process. And receiving their items safely and securely reinforces your customers' positive experience with you, possibly leading to future sales.

How can the Curby® Mini-Taper help your business? ...Some of our customers will tell you.

1

Ease of Use

The Curby® Mini-Taper is simple to use and operator friendly. Its easy push tape-dispensing lever quickly cuts pre-measured strips for you to secure on the top and bottom of your packages. It helps take the guesswork out of sealing a carton.

There's no searching for misplaced tape guns or scissors—the machine is always right there and ready to go. You're also able to conveniently seal cartons without the need to cut and measure tape, saving you time.

It's convenient. It's there on the counter, and I always know where it is and where to find it. It always works well; it's quick and easy. There's no toying with it. Press, cut, on box and it's ready to go. I love that thing.

2

Sleek Appearance

The machine itself is lightweight and portable (weighing only six pounds), with a small footprint and simple design. Visually appealing, it blends well into any small retail environment and can fit in even the most limited workspace.

Many small retailers display it on the counter in full view of customers, knowing that it won't disrupt the aesthetic of their store. It looks professional while remaining easily at hand to seal packages quickly and efficiently.

3

Strong and Secure Sealing

Once the Curby® Mini-Taper's internal water brush uniformly wets the tape, it's ready to bond instantly and effectively to your carton, providing a tamper-resistant seal. The WAT is sturdier and stronger than clear tape—strong enough to seal the heaviest of packages.

The secure seal and reinforced tape give you peace of mind as you're sending cartons out the door. You can trust that your packages will arrive at their destination sealed and secure.

4

Your Sustainable Packaging Solution

As a manual and portable small taper, the Curby® Mini-Taper requires no electricity to operate. Also, it's part of IPG's line of **Curby sustainable packaging products**. As such, the tape itself is recyclable curbside, right along with the carton it sealed.

Along with requiring only one strip of tape for a secure seal, using these recyclable materials is better for the environment. You can rest easy knowing that even as your business grows, you're doing your part to help reduce environmental impacts.

5

Reliability and Safety

The Curby® Mini-Taper's cutting mechanism is contained inside the machine, making it a safe option. It also cuts the tape cleanly and evenly, with a consistent feed.

When using this machine, you no longer have to wrestle with tangled clear tape or worry about sloppy or uneven cuts. You can count on the Curby® Mini-Taper to provide reliable and consistent results every time.

6

Cost Effectiveness

The Curby® Mini-Taper itself is economically priced and it dispenses and cuts only as much, or as little, tape as you need. It often uses less tape to seal a carton than clear tape does because with water-activated tape, one-strip is all that is needed for a secure seal.

Also, a BP222 tape roll offers twice as much tape as a clear roll and is twice as strong. By using less tape more efficiently, you can expect significant savings and a reduction in waste over time.

7

Professionalism

Users of WAT and the Curby® Mini-Taper appreciate the professional and upgraded appearance of their packages when sealed with the brown tape.

The tape makes our packages look better, more professional, cleaner. It's fun to use it and the packages look fancy. Now I wrap a box in brown paper and seal with brown tape.

This machine helps even the smallest retailer "pack like the pros." It contributes to a more professional image, which can help you compete in the e-commerce market and reinforce your brand.

8

Brand Visibility

To take it a step further, you can upgrade your cartons even more with branded, pre-printed WAT. Including your company name, logo, tagline, or other relevant message on the tape is a cost-effective way to create a strong first impression and connect with customers.

And when your customers' packages arrive safely and securely, thanks to the WAT's strength and secure seal, it reinforces your brand. In effect, the branded WAT functions as a "mobile billboard" tied at every doorstep to your customers' great user experience.

