



# The Clean Way to Bag®

**A “Eureka” moment for VP of Manufacturing, Tracy Slocum, gave Waverly Plastics the opportunity to reinvigorate an old category.**

While contemplating the unique nature of the roll of overlapped bags sitting on his desk, Tracy (Chick) Slocum discovered that by tugging at the roll from the middle, just one bag came out. He repeated the process a few times and noticed that his fingers always *only* touched the sealed end of the bag and that the bags dispensed easily, and cleanly, one at a time.

The vice president of manufacturing for Waverly Plastics of Waverly, Iowa presented his discovery to president and CEO, Rose Van Nieuwenhuyzen.

“I asked her if she thought she could sell it,” says Slocum. “The rest is history.” The company developed a unique carton and racking system which allows easy, one-at-a-time bag dispensing for the retail customer through the bottom of the box. The product is patented, and aptly named, “Tug & Tote®.”

The product’s pleasing presentation and efficient dispensing enhances the shopping experience for the consumer, and helps the retailer eliminate waste and save money.

## A Unique Product

Van Nieuwenhuyzen has talked to many Produce Managers, who explained the problem with traditional bags on open dispensers in their departments.

“They noticed that even if a display had 10 or 15 bags left, their employees would replace the roll, either to avoid having to make an extra trip or to ensure that they didn’t forget to do it later.” The result was hundreds of wasted bags each week, and a higher supply bill.



“There is no waste with the Tug & Tote® dispenser, because customers are allowed to use all the bags - right down to the last one,” says Van Nieuwenhuyzen.

Because the bags dispense cleanly, one at a time, retailers aren’t faced with the mess, and waste, of discarded bags that dispensed incorrectly or incurred punctures while dispensing, as can occur with open-type produce bag dispensers.

Another advantage to retailers is the message billboard available through custom-printed cartons. “The retailer uses the carton to communicate value statements or reinforce the store’s brand,” says Van Nieuwenhuyzen. “A clean, fresh bag every time is a positive value statement that the retailer can use to let customers know they care about their shopping experience.”

## A Sustainable Option

Waverly Plastics has a tag line: *Innovation not Imitation*. Simple, effective and spot-on. Waverly continues to listen to the marketplace and develop products that meet the needs and exceed the expectations of their retail and institutional customers.

Keeping an eye on the sustainability movement and the growing demand for biodegradable products, Waverly also offers Tug & Tote® with biodegradable bags.

“We developed a test we could trust and do our own testing, as well as using external facilities,” says Van Nieuwenhuyzen. “Our biodegradable bags meet the ASTM standard definition for degradable and biodegradable plastic.”

## Enhanced Shopping Experience

- The consumer gets a fresh bag, every time, because the roll is protected inside the box
- The consumer gets an easy-to-dispense bag that no one else has touched
- Biodegradable Tug & Tote® bags are available, giving the shopper an earth-friendly choice

## Retailers Save

- Reduced waste and cost
- No mess from discarded bags
- Attractive dispensing carton can be custom printed with the retailer’s message



Steve Sakai, President of CMD Corporation, and Rose Van Nieuwenhuyzen, President and CEO of Waverly Plastics, display the Tug & Tote® Product and rack system in front of the new, CMD multi-lane bag converting line recently purchased by Waverly Plastics.

## Technology Partners

Van Nieuwenhuyzen estimates that the Tug & Tote® produce bags are used in about 1,500 stores around the country and have been great sellers for Waverly. To meet production requirements, and Waverly's strict quality standards, the company invested early in the best technology available in the bag converting industry from long-time supplier CMD Corporation of Appleton, Wisconsin.

The technology that creates the overlapped bags on a roll for Waverly is the patented CMD Model 4213RO Rotary Overlap Bag Winder. The unique process allows the bags to be wound without being connected. Instead, each bag is "layered" onto the previous bag. This allows easy, one-at-a-time dispensing, without struggling to get the bag off the roll.

"The Tug & Tote® is an example of CMD technology working in concert with Waverly's innovative product concept," said Steve Sakai, CMD President. "Waverly leveraged CMD's patented overlap bag-winding process to offer the consumer a new, value-added choice - an innovation that truly revived an old category."

Sakai said that CMD is proud to partner with Waverly. "The success of the Tug & Tote® product shows that ingenuity and hard work can help mid-sized, Midwestern companies strengthen their respective businesses, keep USA jobs here, and provide unique, new products to regions beyond." Waverly sells throughout the United States, and CMD exports to 35 countries around the globe.

Waverly's most recent CMD bag line was customized to provide high-speed, multi-lane converting for optimal efficiency and throughput. Additional customization included a unique process to reduce static and make the bags easier for the consumer to open.

"CMD continually advances technology and supports us with the best technical resources in the industry. This support helps Waverly to produce innovative, high-quality products at the lowest cost possible," notes Van Nieuwenhuyzen. "So, our customers get value-added products, like Tug & Tote®, at a reasonable price."



Tracy Slocum, VP of Manufacturing for Waverly Plastics (right), and Brad Schmoll, Manager of Technical Services for CMD Corporation, discuss final preparations for delivery of the new multi-lane produce bag line from CMD. “State of the art equipment and years of bagmaking process knowledge help us deliver the consistent quality our customers expect,” says Slocum.

## Investments for now and the future

CMD Corporation and Waverly Plastics have some things in common. Both are privately held. Both are stable, growing companies with a hard-working, loyal work force. Both have been in business since the 1980’s. And both companies have technology and innovation as a core competency.

“In the recent down economy, CMD did what was necessary to control costs,” said Sakai. “But we never took our eye off the ball when it came to advancing technology.” In fact, the company introduced new sealing and winding technologies in 2009 and holds more than 60 active patents.

Likewise, from the very beginning, Van Nieuwenhuyzen worked to introduce value-added products to the marketplace, including Tru-Fit® center pull can liners and TLC® biodegradable trash bags.

“Taking the time to know our industry and our customers is at the core of the CMD mission statement, ‘Listen, Learn, Lead®’,” said Sakai. “The CMD business model is built on

acting as consultants to our customers. We work with them in their facility to centerline equipment, provide the latest sealing and web-handling upgrades, and offer scalable solutions to keep their process running at top efficiency with the latest cost-saving measures.”

The dynamic relationship between Waverly Plastics and CMD works well. The two like-minded companies are growing and introducing new products, despite a difficult economy.

“We know the key is to add value for our customers,” says Van Nieuwenhuyzen. “And that is exactly what we will continue to do.”

**For more information, please visit:**  
[www.waverlyplastics.com](http://www.waverlyplastics.com)  
[www.cmd-corp.com](http://www.cmd-corp.com)

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## Company Information

### Waverly Plastics

Waverly Plastics provides customers with reliable products that meet and/or exceed their expectations for performance, delivery, and cost. Continuous improvement, cooperation and timely communication are keys to our success. Trash can liners and food bags for institutional use, and our patented Tug & Tote® Produce Bag/ Grocery Packaging System for supermarkets all fit into our commitment to "Innovation, Not Imitation®". Waverly Plastics adds value to plastic bag items that are generally considered to be commodity products. All standard items are shipped from stock within a few days of order placement, and we are proud of our 99.7% "complete and on-time" performance record.

These plastic bag products are manufactured in Waverly, Iowa, USA and are distributed to businesses across the country. Our employees epitomize the work ethic of the heartland of this nation. Our extraordinary employee retention and their collective decades of experience help to ensure the quality, experience, engineering, customer service and technical support that our customers have learned to expect and appreciate.

Waverly Plastics  
P.O. Box 801  
1001 Industrial Street  
Waverly, Iowa 50677  
[www.waverlyplastics.com](http://www.waverlyplastics.com)  
1.800.4.LINERS (800.454.6377)  
FAX: 800.428.7793



### CMD Corporation

CMD delivers flexible, high-speed converting and packaging equipment empowered with time and money-saving technology. Bag, pouch and film converting equipment includes patented Overlap Bag Winders and Global Drawtape Bag Systems, rotary bagmaking systems, bag folders and end-of-line/packaging automation. High speed, high-performance PDI® pouch-making equipment is designed for the unique needs of specific market segments including medical pouches, stand-up and side-gusseted pouches, protective packaging and security bags and envelopes and bottom seal/heavy wall.

CMD equipment is designed and manufactured in Appleton, Wisconsin, USA and backed by a global network of associates and experienced, in-house service technicians and parts specialists. The CMD Technology Center is staffed by experienced engineers and is designed for proprietary product development and custom engineering.

CMD Corporation  
2901-3005 East Pershing Street  
Appleton, WI USA 54912-1279  
[www.cmd-corp.com](http://www.cmd-corp.com)  
1-800-626-0210

