

The need for an APS website

# The need for an APS website

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# The need for an APS website

## Introduction

Smurfit-Stone Automated Packaging Systems has requested this proposal, regarding development of a website that will accommodate their business needs, in the near and longer term.

### *Current Content*

Currently, on the Smurfit-Stone main website ([www.smurfit.com](http://www.smurfit.com)), there is some general marketing support of the division of Automated Packaging Systems (APS). Included in this content is one video, varied machine photos, and a few select write-ups.

### *Desired Content*

The goal of Smurfit-Stone APS is to bring their 'face' and their product line to a wider audience, to maximize the opportunity for sales. In addition, APS would like to incorporate elements of sales, customer support, service, and other items of information that will simplify customer interactivity and increase the efficiency of APS' support network.

*The following content is intended as a general 'wish list' only.*

*As the goal of achieving a fully-formed website progresses, greater detail will follow.*

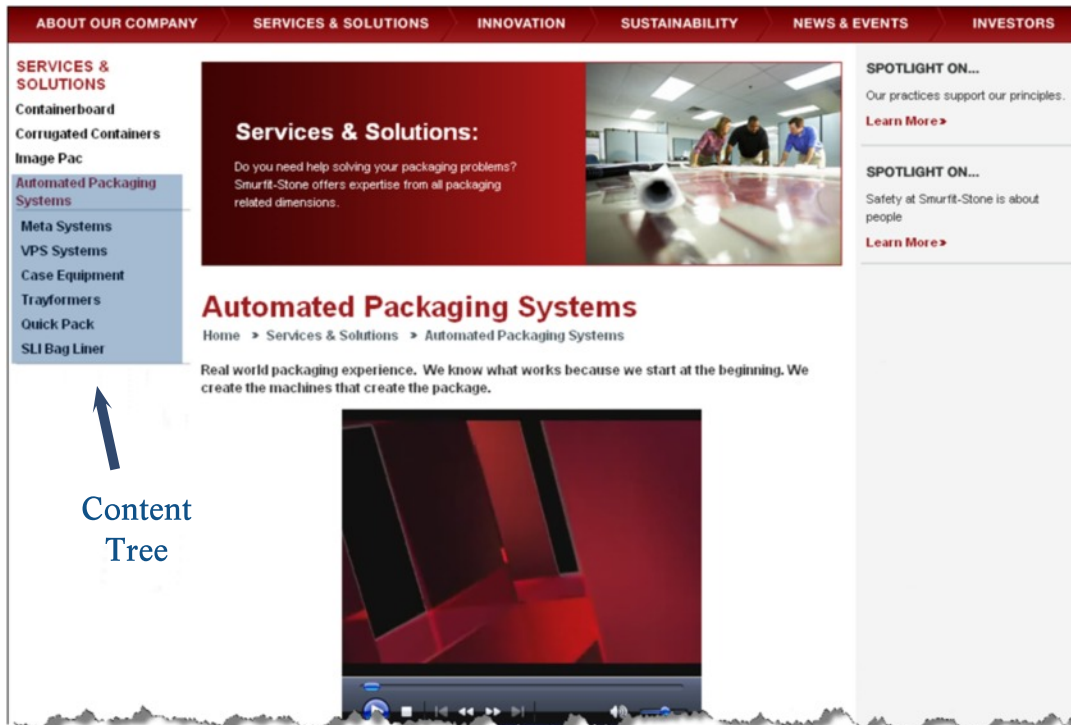
# The need for an APS website

## General Customer-Oriented Presence

APS would like to expand their Marketing/Sales presence to cover a greater variety of information that will be at a prospective customer's fingertips.

### *Current Website View*

The following shows the current website view upon entering the link for APS:



- \* Of note on the introductory page is the Content Tree (highlighted in blue). Each of the links below 'Automated Packaging Systems' takes the user to a separate page, where there is a write-up and photos for each section.

An example of one of these links is on the following page. ▾

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## Link Example: Meta Systems

The screenshot shows a website page for Meta Systems. On the left is a navigation menu with items: Meta Systems, VPS Systems, Case Equipment, Trayformers, Quick Pack, and SLI Bag Liner. Below the menu is a blue arrow pointing up with the text 'Meta Systems selected on Tree'. The main content area features a heading 'The Meta® Corrugated Packaging System' and a sub-heading 'Home > Services & Solutions > Automated Packaging Systems'. The text describes the system as 'The most versatile, graphic rich packaging platform in the industry' and lists benefits such as increased flexibility, reduced labor and waste, and increased stacking strength. An image of a Meta-8 box and a Meta Systems machine are also visible. On the right side, there is a vertical sidebar with the text 'Write-up & Images' and a 'Learn More >' link at the top.

## Website Flow - Content Tree

APS would like to add greater detail and additional elements to these sections of the website:

- \* **Expanded Content Tree** – an expanded Content Tree would include a greater breakdown of the Machines, products and services offered by APS. Expanded content may include: *Tray Formers, Case Erectors, Side Sealers, Top Sealers, Multi-duty Machines, and Complete Systems.*

It may be easier for a customer to understand the language and ‘intent’ of each section, if they are worded as above. A potential customer, viewing the website, may not know what a VPS System is, but if they are looking for a Tray Former Machine, they should find VPS Systems *under* Tray Formers.

As the website exists currently, the page above is the final detail page in the content tree. Instead, it may be preferable to have a more detailed breakdown of the full series of Meta Machines – listing key, bullet points, displaying images, and offering downloadable brochures and videos. The same would apply to each of the main breakdowns of the Content Tree.

An example of simple, yet clear flow is displayed on the following pages. These captures are from a competitor, ABC Packaging. ▾

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- ★ ABC's approach is simple, clear and straightforward. Virtually everything a potential or current customer would want is accessible from the Main Page.

The screenshot shows the ABC Specialty Equipment website main page. The page has a blue header with the ABC logo and navigation links: About Us, Products, Applications, News, Service/Parts, Industry Links, and Home. The main content area is divided into several sections:

- Virtual Tour:** A section on the left titled "Take a Virtual Plant Tour" with a "Click here!" link and a "Jump to Product Page" link. Below this is a list of product categories: Case Erectors/Sealers, Case Packers, Case Sealers, Partition Inserters, Tray Former/Packers, Palletizers, Bulk Depalletizers, Decasers, and Specialty Equipment. There are also links for "Downloads" and "Contact ABC" with "En Español" options.
- Simple Menu layout:** A horizontal navigation bar at the top right with links: About Us, Products, Applications, News, Service/Parts, Industry Links, Home.
- What's New - Interactive Slideshow:** A central section titled "WHAT'S NEW" featuring a photo of a palletizer with the text "Palletizer offers unique features to stabilize loads of shrink-wrapped bundles." Below the photo is a "Click on the photo above for more information" link.
- Simple product breakdown - in 2 locations:** A "Jump to:" section on the right with a list of product categories: CASE ERECTORS, CASE PACKERS, CASE SEALERS, PALLETIZERS, PARTITION INSERTERS, TRAYFORMER / PACKERS, BULK DEPALLEZERS, DECASERS, and SPECIALTY EQUIPMENT. A green arrow points to the "CASE ERECTORS" link.
- Download & Detailed Contact - on Main Page:** A "Downloads" link and a "Contact ABC" link with "En Español" options.
- Simple Contact Box:** A "For More Info..." section with a "Tell us what you want!" heading and a form with fields for "Your Name", "Company", "Email", and "Telephone".
- Solutions & Service - Clear Display, Easy to see:** Two columns of content under "Solutions" and "Service" headings. The "Solutions" column features a photo of a GameStop store and text: "GameStop the world's largest video game retailer uses A-B-C's servo case packer and palletizer for their clamshell packaging. — more". The "Service" column features a photo of a worker and text: "Hands-on training for your staff can increase your line efficiency and reduce downtime. Training is offered at our production facility or your plant. — more".

- ★ Clicking on the Case Erector link (  ) displays the following page: 

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**A-B-C PACKAGING  
MACHINE CORPORATION**

Case Erectors  
Help me Choose

[About Us](#) | [Products](#) | [Applications](#) | [News](#) | [Service/Parts](#) | [Industry Links](#) | [Home](#)

**Take a Virtual Plant Tour**  
Click here!  
[Jump to Product Page](#)

**Case Erectors/Sealers**  
**Help Me Choose**

- Model 450  
20-55 cpm Adhesive
- Model 330  
10-35 cpm Adhesive
- Model 330T  
10-35cpm Tape
- Model 330HS  
20-40 cpm Adhesive
- Model 335  
10-35 cpm Tablock
- Model 112T  
5-15 cpm Tape

**Case Packers**

**Case Sealers**

**Partition Inserters**


**Tray Former/Packers**


**Palletizers**

**Bulk Desolletizers**

**Decasers**

**Specialty Equipment**

[Downloads](#) 

[Contact ABC](#) 


[En Español](#)

**For More Info...**

**Case Erectors / Sealers**


Simplicity and reliability are the hallmarks of A-B-C case erectors. With mechanical case drives and heavy tubular steel frames, these workhorse machines ensure low maintenance operation and long machine life. Preferred by packagers for their ability to run less than perfect corrugated, these case formers are proven leaders in performance and reliability.

Model 450




- High speed and performance, rugged, compact machine
- 20 – 50 cpm hot melt adhesive sealing
- Servo sealing ram ensures square cases

Model 330




- Our best-selling case erector
- 10 – 35 cpm hot melt adhesive sealing
- Low cost operation, reliable performance

Model 330T




- High speed taper built for production
- 10 – 35 cpm tape sealing
- PLC control for precise operation

Model 330HS




- Solid case erector for mid-range applications
- 20 - 40 cpm adhesive sealing
- Servo sealing ram

Model 335



- For RSC, RSC Tablock, CSSC, HSC cases
- 10 – 30 cpm hot melt adhesive sealing
- Wide case range with quick changeover

Model 112T



- A powerful little workhorse machine
- 5 – 15 cpm tape sealing
- Reliable, mechanical case drive

**Tell us what you want!**

Your Name

Company

Email

Telephone

How may we help you?

★ Clicking on the Model Name or Model Photo will Take the user to a more detailed page of each Particular machine: 

Expanded Content Tree

Section Title

Quick, Simple Overview

Each model broken down - photo and bullet highlights

★ Clicking on the Model Name or Model Photo will Take the user to a more detailed page of each Particular machine:

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[Jump to Product Page](#)

Case Erectors/Sealers

Help Me Choose

**Model 450**  
20-55 cpm Adhesive

**Model 330**  
10-35 cpm Adhesive

**Model 330T**  
10-35cpm Tape

**Model 330HS**  
20-40 cpm Adhesive

**Model 335**  
10-35 cpm Tablock

**Model 112T**  
5-15 cpm Tape

Case Packers

Case Sealers

Partition Inserters

Tray Former/Packers

Palletizers

Bulk Depalletizers

Decasers

Specialty Equipment

Downloads [go!](#)

Contact ABC [go!](#)

[En Español](#)

For More Info...

Tell us what you want!

Your Name

Company

Email

Telephone

How may we help you?

Submit

## Model 450 Hot Melt Case Erector / Bottom Sealer

## Product Information



[Larger Image](#)

[Specifications](#)

[Floor Plan Drawing](#)

[Applications](#)

View Auxiliary Equipment

[Top Case Sealer](#)

[Case Packer](#)

[Bulk Depalletizer](#)

[Case Palletizer](#)

[Request a Quote](#)

[Download Brochure](#)

Specs,  
Drawings,  
Applications  
available

Quote,  
Brochure  
links

For high speed case erecting, choose the Model 450 case erector and sealer. This case former runs up to 50 cases per minute, providing square, well-sealed cases to high speed lines. Packed inside its compact frame is a workhorse machine, with a hefty 3 hp main drive motor that powers cases through erecting and sealing. With an easy-load case magazine, non-stop servo-controlled case sealing ram, computer-driven operation with touchscreen controls, this case erector is the top choice for speed, durability and reliability.

## Features and Benefits



Large capacity, easy load case magazine

The self-indexing auxiliary case magazine assures a continuous case supply to the erector. As each stack is used, another moves into position maximizing time between refills. The low level design makes it easy to refill without lifting cases.



Designed for real world production

This case erector is designed to accommodate out-of-spec cases. The opening arms "over-open" the major flaps to compensate for poorly slotted cases, and the vacuum cups pull cases from above and below to ensure proper opening of warped cases. The walking beam case drive squares each case during transfer.



A-B-C Intelligent Control ensures precise operation

Intelligent Control takes PLC logic one step further to provide total control of operation. Closed loop position feedback ensures precise timing of each operating sequence through non-contact sensors. The color display shows real-time operating data and allows independent operation of all functions, diagnostics, and changeover settings.



Servo-powered sealing ram forms square cases

As each case enters the sealing station, the servo motor-powered sealing ram smoothly and reliably enters the case and compresses the flaps to ensure a secure seal. The ram stroke is precisely controlled by the servo motor, ensuring optimum precision during high speed production runs.

Detailed  
Breakdown



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## *Summary*

- + The ABC website has clean, simple, and user-friendly flow. The logic of the Content Tree moves from the largest umbrella down to the greatest detail.
- + At the same time, additional items that should be at the user's fingertips, are exactly where one would expect them to be – clearly displayed and simply phrased.
- + Writing and visual elements follow the progression of the Content Tree – they flow from the simple to the more involved. Websites flow better, are more user friendly, and are more successful if wording, images, and details are clear and succinct.

## *Proposal*

- + APS would like the company website to have a more detailed display of the products and services that they offer.

Elements that may be included:

- More detailed flow, expanding each product category, subsets, and individual Machines/products/services.
- Language, images, and additional elements that flow with the progression of the product search.
- Clear and simple contact links.
- Updated, quality, cleaned images for all product lines.



**NOT  
acceptable**



- Viewable/downloadable videos for all product lines.
- Downloadable brochures for all product lines.

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## Elements for Existing Customers

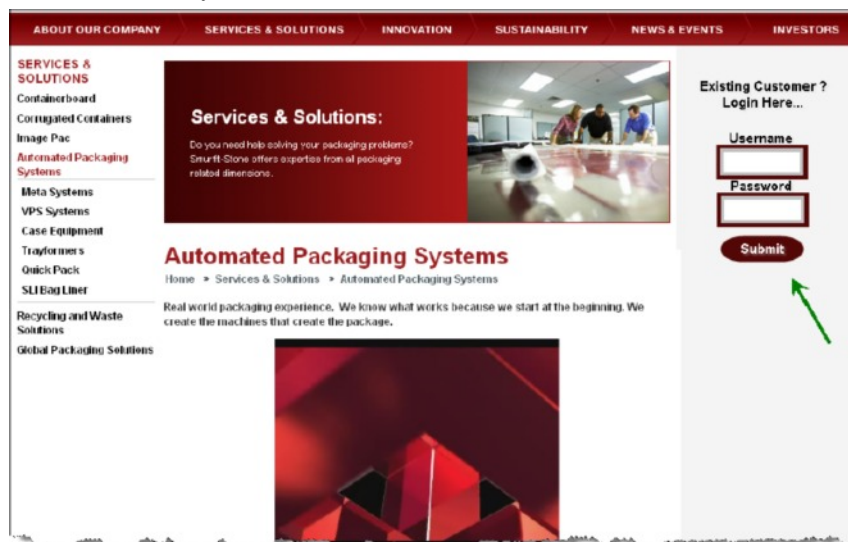
As the demands our internet-based world increase, APS is finding it necessary to have a website ‘front’ for handling the day-to-day workings of Service and Support.

### *Customer Login*

In order for APS to maintain a certain level of security - with respect to design, parts, and so forth – it will be necessary to have a secure login area for existing customers.

### Visual Proposal

- ★ The login area for existing customers should be clearly displayed on the Main page, in a position that is easy to locate:

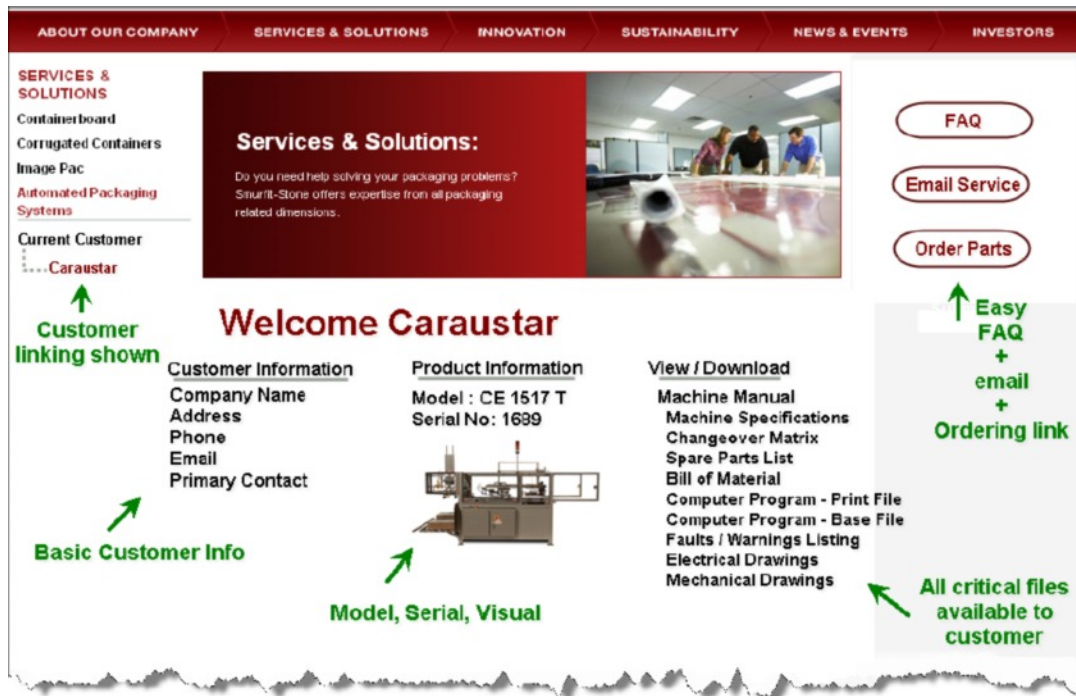


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## Customer Page

After entering their login details, the customer would have access to a page that has helpful information at their fingertips.

## Visual Proposal



- \* All information and elements of the customer's Machine would be easily accessible.
- \* All elements of the Machine Manual and its Appendix can be located, viewed, downloaded, and/or printed easily in this format.
- \* A button is displayed for FAQs. APS Service personnel consistently field many routine questions that could be displayed in this Q & A section.
- \* A clear button is displayed to email the Service Department.
- \* A button is displayed for ordering parts online.

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## *Parts Ordering*

APS would like to establish a system for customers to order replacement parts online. Being able to do so would offer much greater efficiency and satisfaction over the current system, both for APS and its customers.

### **Note**

APS currently uses software named Made 2 Manage. Made 2 Manage is a wide-ranging database software that covers Purchasing, Inventory, Parts listings, Shipping & Receiving, and so forth. Ideally, APS would like to be able to 'bridge' the local use of Made 2 Manage with the 'storefront' of the APS internet pages. At the time of the writing of this proposal, it is not clear how well this bridging will work.

### **Proposal**

#### *Minimum Scenario*

At a minimum, APS would like the customer to be able to view Drawings, the Bill of Material, and then place an email order to the APS Service Department.

#### *Ideal Scenario*

The ideal scenario would be full integration of Made 2 Manage onto the internet, providing the customer with the maximum amount of information – with a user-friendly search and ordering structure. This may enable more thorough inventory tracking, the potential full use of bar coding, faster shipping and receiving – and in short, make for a more efficient and more profitable APS support system.

## **Summation**

The internet age is well upon us, and APS is looking to maximize their online 'storefront' to match the demand of both customers and competitors. Producing and developing a system, as proposed in the preceding pages, would greatly increase the exposure and the potential growth of APS.

A detailed online 'storefront' would make for more effective sales opportunities, and would provide a greater knowledge base for sales personnel, potential and current customers, and Smurfit-Stone employees.

In addition, current customers would have a more accessible and user-friendly structure in which to interact with sales and support. Such a system lends itself to a greater likelihood of repeat business.

These elements, with the inclusion of a full-blown online ordering structure, would strengthen the foundation of APS, provide for much greater exposure and flexibility, and be a catalyst for greater organizational efficiency, increased profitability, and potential expansion.

**Will Clark - 2009**