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# Case Study

## West Liberty Foods

### OVERVIEW

By thoroughly analyzing West Liberty Foods' supply chain and identifying areas for improvement, Saeplast was able to deliver a comprehensive solution that addressed multiple challenges. Our collaboration resulted in enhanced food safety, improved employee safety, reduced daily operating costs, and significant contributions to their landfill-free initiative through the implementation of reusable and sustainable polyethylene containers.

*Fiscal 2022 –  
West Liberty IA Facility:*



**40,190.65**  
**Tons Recycled**



**99.99%**  
**Removed  
from Landfills**



### BACKGROUND

West Liberty Foods achieved a significant milestone in 2012 by becoming landfill-free and diverting all but 1% of their waste. This accomplishment led to continuous efforts to minimize waste and divert materials from landfills. They sought sustainable options including food safety, employee well-being, and reducing daily operating costs. They were particularly interested in finding sustainable alternatives to their existing material handling systems, which were plagued with issues.

*“The biggest benefit for using the Saeplast products is the reduction in the poly we used to cover our metal tanks. We were able to remove that which also took out a source of waste that went to the landfill on a regular basis. The use of the Saeplast products have allowed us to reduce our daily operating costs.”*

— Joe Swanson  
Complex Manager  
West Liberty Foods

## THE PROBLEM

WLF had massive failures with inferior injection molded plastic pallets and containers. There were issues regarding food safety contamination, employee safety, and unsafe stacking. The containers were brittle, and we were able to puncture holes and they were prone to cracking – they could not hold up in the fast-paced environment. The containers had an inability to stack product in coolers and in the shipping dept. This led to many floor space issues.

The steel container options were unsafe for employees –with poor stacking abilities and sharp edges that could cause employee cuts. A massive amount of waste was created from the one use low density polyethylene wrap/covers that needed to be disposed of after use. Wooden pallets would chip and damage easily, and would hinder employee safety due to splinters and nails. The wood chips would also lead to possibilities of contaminated food product.

## OUR SOLUTION

Saeplast’s Polyethylene (PE) containers address West Liberty Foods’ concerns on multiple fronts. The flexible and durable PE construction withstands demanding environments, including cold temperatures, while the robust triple-wall design ensures safe stacking and minimizes the risk of foreign contaminants compared to injection-molded alternatives.

Additionally, the smooth, one-piece construction with ‘closed cell’ technology facilitates easy cleaning and sanitation, reducing water, labor, and sanitizer usage. This translates to enhanced food safety, employee well-being, and operational efficiency, all while aligning with West Liberty Foods’ commitment to sustainability through reusability and full recyclability.



### Premium Products

*Built to Last*



### Fully Sustainable

*Reusable & Fully Recyclable*



### Pallets, Containers, Buggies, and Log Coffins

*DMPC875 & Log Coffin were  
designed in conjunction with WLF*

## DELIVERING QUALITY FOR OVER 45 YEARS



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