

REDUCING REJECTION RATES AND COSTS WITH STATIC CONTROL

Specialist static control solution delivers 35% reduction in rejection rates, and 38% drop in costs for converting business

Static can play havoc in many industries and converting industry is one that is particularly familiar with this costly problem.

Fraser Anti-Static Techniques delivers static control solutions worldwide through its network of distributors across five continents. Fraser's South Korean distributor, [Bluespark](#), recently worked alongside its customer Cheongam Industry to supply a new system of static control for its facilities.

Cheongam Industry manufactures films for packaging various products, including beverages, mineral water, and raw materials.

THE PROBLEM

During manufacturing, static electricity is created and can lead to defects and ultimately higher rates of rejection from the production line. When discussing internally, the team at Cheongam realised that static electricity was greatly affecting their production, making it difficult to complete customer orders to the expected standard and leading to high rejection rates and significant associated costs.

OTHER ATTEMPTS TO SOLVE THE ISSUE

The team at Cheongam trialled many products in an attempt to solve the static problem, including a domestic anti-static bar option, using anti-static additives, and passive static elimination products. These options were both costly and ineffective at reducing static to an acceptable level.

THE SOLUTION

The team were concerned that without resolving the static issue they would receive negative customer feedback, and possibly lose business relationships, both current and new. After looking further afield than Korean anti-static products they discovered Fraser.

Results in testing showed that Fraser's newest electrostatic bar (the X-33) was the most efficient and durable – in particular, it was able to reduce the product defect rate significantly. The team switched to the Fraser bar and saw immediate results.



THE RESULTS

Installation of the Fraser X-33 bar reduced both company costs and defect rates across manufacturing.

Previously the purchase of anti-static additives represented 40% of the raw material purchase cost, but after the introduction of Fraser technology this has reduced to only 2%.

The defect rate has also fallen dramatically, from 30-40% to less than 5%, delivering better customer service, and allowing deliveries to continue without any problems.

Deputy Manager of Cheongam, Yang Chang-won, said:

"After trying multiple ineffective anti-static solutions, we looked further afield and found the Fraser products. Fraser distributor, Bluespark, were supportive in both the installation process and demonstrating the new set up to us.

The results were immediate upon installation, and we have seen not only a reduction in rejections and costs, but also an increase in productivity as the durability of the Fraser product allow for long-term use in harsh environments. This has helped us maintain our business relationships and reputation as a quality manufacturer."