



IMDA CASE STUDIES

THERE ARE A GREAT MANY WAYS OF WRITING A CASE STUDY, SO STARTING ONE CAN BE FRUSTRATING JUST FIGURING OUT WHAT FORMAT TO USE.

For our case studies, the focus is on how in-mold labeling or in-mold decorating solved a technical or business problem in the packaging or durable products industry. There is no requirement to divulge proprietary information but do consider that your case study may be read by a potential customer. A well written case study is an excellent opportunity to show prospective customers that your company has mastered IML/IMD and can deliver cost effective results for them.

Ideally your case study should not be a long winded hard sell. It should be two or three pages and 500 – 900 words, although some tend to run longer. Use graphics to illustrate your information but don't go overboard.

IMDA has developed a final format that shows off our case studies to best advantage.

How to Structure Your Case Study

The Typical Case Study Has Four Parts:

- 1. Situation, Background or Introduction** – This is the opening section that describes the reason for the case study, including the business or product line, product usage, current decoration method and market position. Here is where you set the stage for the parts to come next.
- 2. Problem** – This section states the main problem which needs to be resolved, such as failure of the current decorating method, inadequate service life, excessive costs, etc. Previous attempts at solution that failed can also be addressed here.
- 3. Solution** – This is the heart of the document. It describes the solution in detail, how IML or IMD solved the problem, what changes were made to the manufacturing process, the impact on the cost and end use of the product, methodologies and other factors that contributed to the overall deployment. Some case studies include sidebars, charts and graphs to illustrate key points.
- 4. Evaluation** – In this section recap the main benefits of the solution and the impact on the product's value and function.

What follows is a template into which you can place the relevant elements of your case study. It is provided for your convenience as well as ours but feel free to make minor modifications if needed.



IMDA CASE STUDY TEMPLATE

Your Company Name:

Your Company Address:

Your Company City, State and Zip:

Company contact and e-mail address:

Case Study Title:

Insert Date Published:

Case Synopsis

This is a two sentence summary of the case for a call-out box on the first page of the final formatted document. *Insert that synopsis here.*

Case Summary

This is three or four short paragraphs for the Public Side of the IMDA website, designed to entice visitors to join IMDA to gain access to the full text case studies. *Insert your summary here.*

Background or Introduction

This is the opening section that describes the reason for the case study, including the business or product line, product usage, current decoration method and market position. *Insert your background section here with graphics.*

Problem

This section states the main problem which needs to be resolved, such as failure of the current decorating method, inadequate service life, excessive costs, etc. Previous attempts at solution that failed can also be addressed here. *Insert your problem section here with graphics.*



Solution

This section describes the solution in detail, how IML or IMD solved the problem, what changes were made to the manufacturing process, the impact on the cost and end use of the product, methodologies and other factors that contributed to the overall deployment. Some case studies include sidebars, charts and graphs to illustrate key points. *Insert your solution section here with graphics.*

Evaluation

In this section recap the main benefits of the solution and the impact on the product's value and function. *Insert your evaluation section here with graphics.*

Case Study Submission Format

Create your case study as a Word document and place graphics with captions where needed. E-mail the Word document to ron.schultz@imdassociation.com along with a separate file containing your graphics as high resolution JPEGs.

Final Version

Your case study will be edited, formatted and graphics matched with the corresponding section to enhance its impact. We may not use all the graphics submitted. The final case study will be returned to you for final approval before it is uploaded to the IMDA website. The full text case study will appear on the Members Only side and the summary will appear on the public access side.

Please feel free to contact us with any questions or concerns.

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