



Case Study: Bravida Medical

Shawpak is a manufacturer of bespoke medical device packaging machinery, delivering high-performance systems for flexible/rigid packaging and pouch manufacturing. Dedicated to the Medical Device Industry Shawpak's technology is designed to improve efficiency, enhance safety, provide flexibility and on-demand production capabilities.

Bravida Medical is a leading manufacturer of advanced wound care products, including Silverlon and TheraBond devices. With a strong focus on quality, innovation and scalability. Bravida continually invests in solutions that improve operational performance whilst maintaining strict medical standards.

The Challenge

In February 2026 Bravida Medical met Shawpak at the MD&M Anaheim exhibition. The main goal for Bravida attending the show was to find a more efficient and cost saving solution for packing their wound care products. At the time Bravida relied heavily on pre-made Tyvek pouches which are costly and requirements a significant investment in inventory.

Bravida needed a solution that could do the following -

- Increase production output
- Reduce labour dependency
- Improve operator safety
- Lower material and operational costs
- Reduce investment in inventory
- Provide more control over supply chain variability

The Shawpak Solution

At the exhibition, Shawpak demonstrated their linear pouch machine, which quickly proved to be the ideal fit for Bravida. The Shawpak Pouch Machine offered fully automated, in-line 3&4 side seal pouch production enabling Bravida to package their non-wrap Silverlon and TheraBond devices in various configurations from 4 to 9 up. The process produces multiple pouches per index, significantly increasing throughput whilst reducing labour. The system's enclosed design also minimizes exposure to hazardous areas, improving workplace safety.

Results & Financial Impact

The implementation of the Shawpak system is expected to deliver substantial cost savings and productivity improvements:

- **Raw Material Savings**
By transitioning to in-line pouch manufacturing, Bravida projects approximately 60% in annual savings in direct material costs. With around 2.9 million devices produced annually, this equates to a significant amount of \$290,000 USD (approximately \$0.10/pouch).
- **Labor Cost Reduction**
Automation and the 4-9 up production design will enable a fivefold increase in



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production rates, combined with a reduction of four direct labour positions. This not only delivers significant cost savings and increased volume but also allows re-purposing of labour to other areas of the business significantly increasing output with no additional labour.

- **Production Efficiency**

The system significantly increases throughput while reducing reliance on manual processes, creating a more streamlined and scalable operation.

Extended Operational Impact

Beyond direct cost savings, the integration of the Shawpak system will have a wide-ranging impact across Bravida's operations:

- **Improved Safety**

The fully enclosed processing areas reduce operator exposure to hazards seen in the current process. This directly addresses past safety incidents that previously required custom equipment modifications that sacrificed throughput.

- **Workforce Optimization**

Increased automation and capacity will allow Bravida to consolidate operations into a single shift, while still meeting current demand within a shorter production timeframe. The system is expected to provide approximately 40% additional capacity, supporting future growth.

- **Enhanced Print Quality**

The integrated printing technology delivers higher resolution output and enables two-colour direct printing onto pouches, improving labelling clarity, compliance, and overall product presentation.

- **Global Operational Flexibility**

With increased efficiency at the primary facility, Bravida can redeploy an existing pouching system to its Dammam KSA facility, which currently operates with limited sterile barrier packaging capability.

- **Supply Chain Responsiveness**

In-house pouch manufacturing enables Bravida to better respond to Tyvek demand fluctuations, reducing supplier dependency, shortening lead times and improving inventory cost and turnover.

- **Inventory Reduction**

Bravida expects up to a 50% reduction in raw material inventory levels once the system is fully implemented. Current pouch inventory alone ties up 6 figure capital over any rolling three-month period. Transitioning to lower-cost roll stock materials significantly reduces both inventory value and storage requirements.

- **Streamlined Inspection Processes**

Moving from pre-made pouches to producing pouches from roll stock materials simplifies incoming inspection. Inspection times will be significantly reduced, while in-



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house pouch production allows for real-time quality control, with pouches either stocked immediately or transferred directly into production.

Working with Shawpak has been a great step forward for Bravida Medical, showing just how much of a difference the right packaging automation can make. By bringing in the Shawpak Linear Pouch Machine, Bravida is not only cutting costs, but also making things safer on the floor and running production in a much more efficient and flexible way.

