

Specialty Packaging

# ARROW DYNAMICS SWHACKER

Broadhead Arrows



## TricorBraun on Target with Sw Hacker Broadheads' Custom Packaging Solution

'Swhack!' describes the sound an arrow makes when it strikes game instantly, which is why Arrow Dynamics decided to name its broadheads 'Sw Hacker.' Sw Hacker expandable broadheads are engineered for hunting and have a unique 'Slice Twice' blade design and mechanism in which the blades are closed during flight and only open upon impact, creating a wider cutting diameter while ensuring a quick and humane kill.

According to Randy Groff, Director of Operations at Kelly Products, Inc., TricorBraun came highly recommended from another company within the Kelly Products, Inc. umbrella, which includes Arrow Dynamics.

"With over 25 different SKUs available — and as broadheads have an extremely sharp pointed tip — Arrow Dynamics needed a durable, universal case that would accommodate all the different sizes," said Wes Melvin, regional sales manager, TricorBraun. "Arrow Dynamics also wanted a convenient case that can be reused and fit easily into a hunter's backpack."

Lastly, Arrow Dynamics sought to leverage its unique brand logo to differentiate its reusable case on store shelves from the competition.

## Package Design and Engineering Excellence Create a Versatile Broadhead Storage Solution

TricorBraun recommended a clarified polypropylene case rigid enough for reusability and for the lid to function with a living hinge. In addition, upon analyzing the size range of different Sw Hacker Broadhead samples, the TricorBraun Design & Engineering team recommended a customized design with a snap mechanism inside to secure broadheads of all different sizes, preventing them from shifting and piercing through the reusable case.

"We built three-dimensional prototypes to test how well the snap feature would hold the different broadhead sizes before finalizing the mold for production," said Jonathan Bolda, product design engineer, Design & Engineering.

Between TricorBraun's exemplary knowledge and timely responsiveness and the Design & Engineering team's ability to execute our vision from a few sketches we provided, TricorBraun well-exceeded our goals. The company went above and beyond to fix an issue that we were trying to figure out, and they nailed it.

— Randy Groff, Director of Operations,  
Kelly Products, Inc.

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“In addition, to maximize open-and-close functionality, we recommended a cooling solution to prevent bowing of the lid, which typically occurs when the material is exposed to high temperatures during the molding process. The system keeps the entire case straight as it cools after molding to make processing more efficient.”

According to Bolda, TricorBraun also leveraged Electrical Discharge Machining (EDM) to incorporate Swhacker’s unique brand logo into the mold for prominent positioning on the top of the reusable case to capture the attention of potential customers on retail shelves.

## A Game-Changing Collaboration

“Between TricorBraun’s exemplary knowledge and timely responsiveness and the Design & Engineering team’s ability to execute our vision from a few sketches we provided, TricorBraun well-exceeded our goals,” said Groff.

Groff also acknowledged TricorBraun’s capability to “dig deep” to quickly find a cooling system solution to maximize the reusable case functionality. “The company went above and beyond to fix an issue that we were trying to figure out, and they nailed it,” said Groff.

Prime hunting season, between August and December, typically yields the majority of Swhacker Broadhead sales. Therefore, while it is too early to provide sales data, Groff predicts the reusable broadhead case is positioned for tremendous success among its customer base.



## TALK TO A TRICORBRAUN PACKAGING CONSULTANT

TricorBraun leverages our global scale, customer focus, and expertise to solve our customers’ complex packaging problems. Our comprehensive scope means we support our customers’ needs across all major substrates in the market segments where they operate—from small, growing companies to the world’s most well-known brands, in consumer packaged goods to other industries.

We provide cutting-edge, cost-effective, and commercial-ready custom packaging that delights consumers and drives brand loyalty for long-term sales success. Whether you’re looking for a stock package or custom solutions from our award-winning Design & Engineering team, [click here](#) to speak with a packaging consultant and learn more about our resources.