



Atlantic Packaging Thinks Outside the Box With Wellness

For over 70 years, Atlantic Packaging has led their industry in packaging equipment, materials, engineering and technical resources. Despite large-scale growth in recent years, the company has continued to keep culture and employee happiness at the forefront of their priorities.



HEALTH SOLUTIONS

ABOUT ATLANTIC PACKAGING

HEADQUARTERS: WILMINGTON, NC

NUMBER OF EMPLOYEES: 800

LOCATIONS: 12

THE STORY

Wellness isn't just a section in Atlantic Packaging's employee manual—it's embedded in the company's culture. So when senior management decided to invest in a wellness program, their goal went beyond lowering healthcare costs, and focused on helping their employees lead more fulfilling lives.

THE START

Atlantic Packaging acted on their corporate wellness interests by hiring a full-time health coach and implementing a Fitbit Health Solutions program. Fitbit's activity trackers became exciting motivational tools, helping employees make healthy lifestyle choices. Since then, Atlantic Packaging has initiated step competitions and weight-loss challenges that are engaging, inclusive and—most importantly—fun.

THE ROADBLOCK

Throughout the past year, Atlantic Packaging has nearly doubled in size, hiring additional truck drivers and machinery workers who often don't have constant access to email. This caused a communication challenge, as emails to promote upcoming wellness initiatives failed to reach a subset of employees.

THE RESULT

Email blasts became just one way to stay in the know. Printed materials, blog posts, video messaging and live events across all 14 offices became effective ways to keep employees updated on new wellness initiatives. In addition, reporting real-time results during challenges, documenting prize giveaways and sharing employee success stories through company [videos](#) have all helped maintain excitement around wellness.



For more wellness motivation, check out Atlantic Packaging's [video recap](#) of their first-ever Fitbit Health Solutions challenge.

“It was important for us to put together a wellness program that would actually benefit the employees and encourage healthy lifestyles. We believed that if we kept our employees’ well-being at the forefront, it would drive the program and ultimately have long-term benefits. A healthier, happier workforce has always been the primary goal.”

VP, WES CARTER

TIPS & TAKEAWAYS



Give Fit-Friendly Prizes: Dish out prizes that fuel wellness, such as running shoes or golf clubs, to provide more tools for healthy living.



Think Beyond Email: Try creating a wellness blog that highlights company accomplishments and individual success stories.



Shout-Out the Winners: Announce the wellness challenge winner in an email or video to give them company-wide recognition.



Join Forces With Managers: Regularly check in with department leaders to make sure they’re aware of wellness initiatives and sharing the news with employees.

85%

of people with high blood pressure improved their readings after the step challenge

50%

of employees with high or critical triglyceride levels improved their numbers by the following year



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To learn more about how Fitbit Health Solutions can help you develop successful programs, create engaging challenges and improve employee health, contact us at www.healthsolutions.fitbit.com.
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