

# CASE STUDY

## FOOD MANUFACTURER FULFILLMENT

A Food Manufacturer Looks to Fulfillment and Food Packaging Experts to Deliver and Grow in Club Stores

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**A SALAD DRESSINGS AND SAUCE MANUFACTURER NOW IN ITS FOURTH GENERATION OF INDUSTRY LEADERSHIP NEEDED A PACKAGING AND FULFILLMENT EXPERT TO HANDLE THE FULFILLMENT AND PACKAGING OF THEIR PRODUCT ONCE IT WAS MANUFACTURED IN THEIR NEWLY CONSTRUCTED WEST COAST LOCATION. THE CLIENT PROVIDED VICTORY PACKAGING WITH A SIX WEEK TIMEFRAME TO DESIGN AND DELIVER A SOLUTION.**

The Victory Packaging team was able to meet the six week lead time the customer needed in order to start receiving case packed sauce and converting the sauce into trays for sale into large distribution warehouses across Canada and Korea. The process involved purchasing a new semiautomatic L Bar sealer, shrink tunnel and label printer that would allow us to relabel and shrink wrap bottles so they were ready for packing into trays and then placing on pallets for distribution. Victory Packaging's team of engineers provided a total tray pack cost that allowed the client to focus on their core competency of manufacturing food products. The proposal outlined a customized fulfillment solution that offered exceptional service, competitive pricing and 100% managed inventory.

The client's expectations were far exceeded given the short timeline and minimal guidance. Victory Packaging is now the incumbent packaging partner for all new products.



### CHALLENGE

Deliver a fully operational packaging, logistics and fulfillment solution to a food manufacturer in six weeks.

### DIFFICULTIES

Developing and delivering a packaging and fulfillment solution in a short timeline with no existing infrastructure and minimal guidance.

### SOLUTION

A complete solution providing packaging, logistics, fulfillment and vendor managed inventory was provided to the client.