

CASE STUDY: Candy company finds perfect packaging solution

National chocolate manufacturer sought a packaging supplier with superior products and reduced, dependable lead times.

With a company history that predates refrigeration and plastic, this American candy company knew a thing or two about packing candy. The chocolatier's experience in the trade stretches back long before their relationship with packaging companies, including Nuconic Packaging (nuconicpackaging.com) - about 140 years back. In that time, five generations of family ownership and management had seen the

company establish itself as a household name throughout the country.

The Business & Packaging Problem

In recent years, the candy maker experienced packaging suppliers falling short of the excellence and timeliness required by their high-profile brand. Lead times that started out at a passable three weeks had turned into a sluggish six weeks, then into an unacceptable eight.

Growing increasingly dissatisfied with their supplier, the manufacturer turned to packaging representatives LK White. LK White territory manager Tony Bisignano explains: **"The company was experiencing problems with their supplier, who**



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short-shipped or couldn't deliver in a timely fashion, causing havoc with the chocolatier's customer base." Tony knew Nuconic could provide the solution.

According to Tony, his customer was looking for PET (polyethylene terephthalate) packaging to present their product 'in a way that would let it sell itself.'

PET is a durable recyclable plastic regarded in the packaging industry as a superior food-preserving material. The crystal clarity of a PET-based package focuses the eye toward the product, not the packaging, making it more appealing to shoppers.

Tony Bisignano brought PET experts, Nuconic, into a room with the candy maker. Nuconic, who earned an "A" rating from BRC Global Standards, won the manufacturer's business with their track record of innovative packaging solutions, customer-centric culture, and 100% food-focused manufacturing. Nuconic 's lead time is described by Tony as 'unheard of in the industry.' They had the right material, lead time, and service needed.

The chocolatier went on to buy a million and a half of Nuconic's 7-inch round tubs, soon followed by a custom-modified 10-inch round tub.



How Nuconic Responded to the Problem

Nuconic's CEO Alan Franz explains: "We made a 3D print part to make sure the heights and sizes were correct. We then produced an actual prototype of a production-ready part. The customer approved it, and we delivered our first truckload. They said that the first truckload worked out great for them."

"It only took a few weeks to get the products from prototype," says the candy manufacturer's project manager. "The 10-inch bowl is a very big hit. Some of our big customers have already booked it for the next season."

All parties described the confluence of events as 'perfect timing.' Says the customer's purchasing manager, "Tony happened to call at the right time on the right day and the Nuconic team went above and beyond when we needed them to do so."

How Nuconic Collaborated to Create a Winning Solution

The customer added, "Nuconic's eagerness to make things better for us was one of the biggest factors. They pushed themselves on their lead times before we ever needed to push them."

Nuconic Packaging
RIGID PLASTIC FOOD PACKAGING SOLUTIONS

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