

# Frozen bakery goods SUCCESS STORY

## New production line springs into action to address customers' unmet needs

*Bakery manufacturer's use of cold-seal film maximizes line capacity and protects brand quality*

When a leading supplier of frozen bakery goods wanted to deliver a new product—individually wrapped, fresh, ready-to-eat cookies—to its customers, it turned to its long-time packaging partner, Veritiv.

Food franchises across the U.S. already relied on the bakery manufacturer for frozen cookie dough and other food products they could buy and bake in-store. But when the bakery realized the restaurants' needs were evolving, the idea of offering customers ready-to-eat cookies began to take form.

### LONG-TIME RELATIONSHIP WITH BAKERY

As they began researching material options for this new application, the bakery reached out to our food solutions team and we went to work. With the objectives of maximizing line capacity and sealing consistency, among many other things, a cold-seal structure made the most sense.

We tapped into our network of trusted packaging partners and found a supplier who could source raw material from overseas and convert in the U.S. Soon, we developed a compelling, right-priced solution and combined it with our just-in-time distribution model to provide the customer with stock right around the corner.

### WHY COMPANIES CHOOSE COLD-SEAL FILM?



Ideal for heat-sensitive products



Increased production speed



Decreased waste



Increased operator efficiency with less required equipment training



## ADVANTAGES OF COLD-SEAL FILM

Today, bakeries and other food manufacturers continue to explore material options to protect their quality standards, especially having to navigate the pandemic challenges with labor and turnover in the food processing space.

The cold-seal wrapping method offers numerous benefits over heat-sealed. First, it's ideal for heat-sensitive products, such as cookies and candy bars. The production line can run faster, with limits being set by only the machinery itself. And, often, manufacturers find there is less film waste when heat is eliminated from the wrapping process.

Cold-seal film is more expensive than heat-sealed, however. But as the bakery manufacturer crunched the numbers on how many of its customers should convert to buying individually wrapped cookies, the business case for cold-seal film grew. And when the bakery tallied up the expected sales revenue with the cost-saving advantages (even with the film-cost difference), it made the leap from hot to cold a priority.

## REDUCED TRAINING NEEDS, LESS MAINTENANCE

The plus side of cold-seal packaging also extends to the manufacturer's workforce. The absence of heat in the wrapping process makes it easier for employees to manage the production line work, and the equipment is safer to use. Manufacturers who choose the cold-seal process spend less time on maintenance, which minimizes equipment downtime and reduces employee frustration.

The cold-seal packaging process simplifies employee training and education, as well. This benefits manufacturers who experience high turnover in their workplace and have a recurring need to introduce new line workers to the automation equipment.

For manufacturers who already invested in horizontal flow wrappers, as our bakery customer had, switching from a dependency on heat-seal wrapping to the pressure-only, cold-seal method could be as simple as turning off the machinery's heating elements. (The majority of existing equipment in today's wrapping space is versatile enough to use either heat- or cold-seal film.)

## POTENTIAL FOR NEW MARKET SALES

Today, our customer continues to get the most from its decision to utilize cold-seal film. Working together for the best solution, we helped them implement a product offering that used existing equipment and sourced economically viable cold-seal materials from overseas.

With the newly implemented cold-seal process in place, the bakery continues to exceed its customers' expectations, delivering fresh, pre-baked products direct to their storefronts and distribution centers. Sales continue to increase and, thanks to the pandemic, consumers' interest in pre-packaged food items is only growing.

Looking to the future, our customer is well-positioned to onboard new business and increase sales of ready-to-eat baked goods, tapping into the dynamic retail food scene and its vast opportunities.