

Case Study



Pet Snacks Customer

Customer Challenge

Start up pet snack company needed high graphic stand up pouches to replace stock bags with labels for a new product launch.

- Experiencing long lead times
- Wanted a source for quick turnaround on a small quantity runs
- Needed a supplier to accommodate both small and high volume requirements
- Preferred a supplier who could provide a warehousing and inventory management solution
- One source that can provide procurement for all of their packaging needs
- Required a supplier that understands their co-packers equipment

Pioneer Packaging Solution

Pioneer team analyzed the situation.

- Provided a solution to meet the required short lead time request for small runs
- Secured a competitive source for large runs and required lead times
- Developed a warehousing program to cover a 90 day requirement with back up inventory
- Utilized our extranet to enable customer visibility and inventory management
- Worked with our supplier partners to secure other packaging material needs

Outcome/Customer Win

Package damage eliminated.

- Enabled company to go to market quickly and meet demand for initial orders
- Customer now has a comfort level for large runs as their business grows
- A warehousing program and inventory management system to manage requirements and growth
- A supplier who is their total package source for all packaging requirements (one stop shop)
- A supplier that understands their co-packers equipment
- Happy customer who's business is positioned for growth

*Looking for a better packaging solution for your startup? Even for small runs, we think BIG.
Call our experts at Pioneer Packaging.*