



Packaging Success Stories

Pluck

Pluck Tea

Health & Wellness | Craft Beverage



- Premium tea maker chose Willowpack™ for their local and sustainable packaging
- Placed multiple orders of roll labels: 80-290 versions per order for their large selection of flavors
- Willowpack™ made the ordering process simple by doing the heavy lifting behind the scenes
- Pluck is happy with the labels and continues ordering more

Sustainably and Locally Printed Labels

Pluck Tea is an award-winning premium tea maker that produces a wide range of small-batch, top quality teas for drinkers who value quality and sustainability. Pluck teas feature local ingredients and prioritize minimizing their carbon footprint across all steps of production. With a large collection of delicious products, Pluck needed custom printed labels for a variety of SKUs packaged in pouches and zero-waste glass jars, to communicate each teas' unique flavors in a cohesive manner.

Pluck Tea decided to print with us not only because we made **ordering labels for multiple SKUs easy**, but also because of our **eco-friendly production process**.

To package their large selection of flavors, Pluck needed **80-290 versions of roll labels for each order** placed with us. To make the process simple for Pluck, our team worked behind the scenes, from manually placing the orders to briefing and coordinating with the production team to get the jobs done.

Happy with the results produced by Willowpack™, Pluck kindly shared with us the successful application of our labels to the variety of their products, and continues to place more types of packaging orders with us.



“Bakery O”

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Health & Wellness | Specialty Foods



- Vegan bakery was under pressure to avoid a late product delivery penalty from a large chain retailer
- Willowpack™ stepped up to the challenge and produced 10,000 boxes in 3 business days
- On-time packaging delivery allowed them to avoid late penalties and make the most of holiday sales

Fast Packaging That Saved Holiday Sales

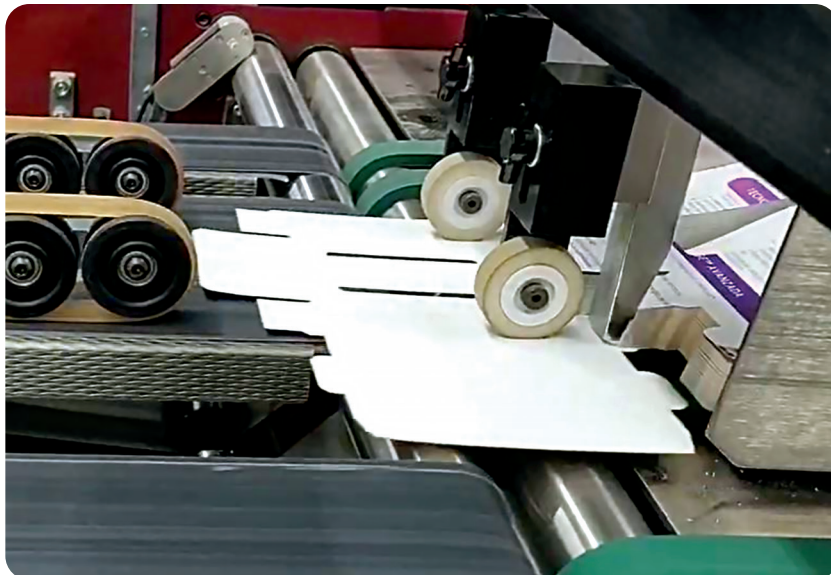
Bakery O* is a bakery producing vegan goods that meet the needs of special health and wellness diets.

The holiday season was in full swing when Bakery O discovered that their usual packaging provider would not be able to deliver boxes for their specialty cakes on time. The delay would result in a large grocery chain penalizing the bakery for not delivering their products to the retailer's shelves on time.

To solve the problem, Bakery O turned to Willowpack™ to get their product boxes manufactured faster. Willowpack's cutting-edge digital printing and folding carton manufacturing process was instrumental in delivering the packaging on time. Quick production from Willowpack's facility enabled Bakery O with the advantage of putting their product on the retailer's shelves faster and meeting the tight deadline. The process was simple and quick. In just 3 business days, Bakery O picked up their 10,000 boxes beautifully printed and cut, ready for their products to be packed..

Bakery O was then able to send their products to grocery stores on time to avoid getting penalized and make the most of the holiday season sales. Christmas was saved!

**Pseudonym used to protect the company's anonymity*





Molecule

Molecule

Cannabis | Craft Beverage



- Cannabis beverage company wanted to prevent labels from breaking when they processed their canned beverages, causing inefficiency and downtime
- Willowpack™ packaging experts worked with Molecule to switch to their requested durable label material
- With stronger labels, the company was able to increase efficiency while saving time and money
- Molecule continues to order labels from Willowpack™, having seen their proven quality

Sustainably and Locally Printed Labels

Molecule is an industry leader in innovation producing a superior portfolio of quality crafted branded cannabis beverages. The company makes top-quality drinks to provide opportunity and choice to people seeking a convenient and social way to consume cannabis.

Molecule was looking for a solution to a unique challenge on the production floor. When they processed their products at high speed during the labeling process, the label material they used would often break. This caused jamming, downtime and additional labor costs to get their product made. ***They needed stronger roll labels to help them save time and money.***

Willowpack™ listened to Molecule's needs and understood their challenge. The cannabis company said they required ***changing their label backing from paper to Mylar for more durability***, so our packaging experts worked with them to make it happen. With this stronger label material, Molecule was able to ***solve the jamming issue and increase the throughput on their equipment***, which reduced their labor and production costs. That's time and money saved!

Molecule has since placed many more orders with Willowpack™ for beverages from their large portfolio of brands and continues to choose our high quality roll labels for labeling their products.



EST. 1925
SPRAGUE
CANNERY

Sprague

Health & Wellness | Specialty Foods



- Cannery for all-organic and natural foods was looking for better quality and more affordable labels
- Sprague's dedication to sourcing local ingredients made working with Willowpack™ (a local packaging provider) a good match
- Willowpack's cut and stack labels improved the costing and availability of Sprague's products
- Sprague continues to order labels from Willowpack™

Reducing Label Costs While Staying True to Local Roots

Sprague is a cannery that crafts organic and natural food products made with high quality ingredients that you would use in your kitchen if you were making a soup from scratch. The Sprague family has been canning organic foods on the north shore of Lake Ontario since 1925, and today their product line includes a variety of beans, soups and sauces.

Sprague was looking for better and more affordable material for their packaging. As a company that sources locally-grown ingredients whenever possible, Sprague decided to try working with Willowpack™, **a local packaging provider**.

Willowpack™ worked closely with Sprague to improve the cost and availability of their products through packaging. Willowpack's packaging experts reviewed their packaging specifications and together found a solution to source **better and lower cost material for their packaging: cost-effective cut and stack labels**, perfect for canned goods. With these labels we were able to provide the canned natural food brand with continued high performance during their production process.

With Willowpack™, Sprague was able to receive **great value while staying true to their local roots** and getting **high quality custom packaging**. That's why Sprague continues to order labels from Willowpack™ for their canned foods that always look and taste great!



VODKOW®

Vodkow

Craft Beverage | Specialty Food



- Sustainability-minded cream liquor brand needed a more cost-effective alternative for their beverage labels
- Willowpack™ worked with Vodkow on artwork to ensure colors on new labels would match their original ones
- Willowpack's digital printing successfully color-matched print results produced from another company's flexographic printing
- Vodkow continues to order thousands of labels from Willowpack™

Ensuring Color Accuracy on Cost-Effective Labels

Vodkow is a cream liquor brand that crafts quality vodka and cream liquors using milk sugars at their distillery in Almonte, Ontario. They're the first lactose-free dairy creams in North America and the first spirit products to ever sport the DFC's Blue Cow logo.

What do Vodkow and Willowpack™ have in common? Both are brands committed to improving the future through **sustainable production**.

Vodkow reached out to Willowpack™ looking for a more **cost-effective alternative for their beverage labels**. Willowpack's **digital printing** meant that the price for short run printing was more affordable than traditional printing. But that also created a challenge: Vodkow's existing labels were produced flexographically, while Willowpack™ labels were produced digitally. How would we be able to ensure that the colors match?

To solve this, we started with analyzing the physical samples of original labels that Vodkow provided. We worked together on their artwork, making necessary adjustments and flagging certain elements to make sure that, when the labels reached our digital presses, they would color-match as closely as possible to the Vodkow sample.

Our efforts paid off. Willowpack™ produced cost-effective and color-accurate roll labels in custom shapes tailored to fit on Vodkow's bottles. Happy with the results, Vodkow continues to order thousands of sustainably printed labels from Willowpack™ for their delicious cream liquor beverages. Cheers to great partnership!





Olli Brands

Cannabis | Specialty Foods



- World-class cannabis product manufacturer needed new box format for product launch
- Requirements: efficient for assemble, good looking, practical and reasonably priced
- Willowpack™ helped create new box dieline options to meet all the requirements
- Using the new dieline they selected, Olli Brands placed order for 5,500 boxes with beautiful results, perfect for their big product launch

New Box Packaging For New Product Launch

Olli Brands is a Canadian licensed producer manufacturing world-class cannabis products using only premium inputs, which results in products that celebrate the exceptional, break away from the mundane and enrich the experience.

Olli Brands had been working with Willowpack for two years ordering roll labels, but then they were faced with a new packaging challenge: Their Mini Oatmeal Chocolate Chip Cookies required a tear-open box design for retail. This was a format that they had never done before. Their requirements were: ***“efficient during assembling, good looking, practical, but at the same time not spending all the money in the world.”***

Willowpack’s team worked together with the brand to produce a custom dieline for their boxes that suited their requirements. We provided a few different design options so that Olli Brands could choose the one that they liked best.

Once Olli Brands selected a cookie box design, they placed an order for **5,500 auto-lock bottom boxes**, which we produced and packed for pickup. The result? Olli Brands was thrilled. Their Procurement and Logistics Manager shared the following kind words with us:

“You all did an incredible job, and my team couldn’t be happier with the results. The boxes turned out beautifully! I’m confident I’ll be placing a new order with you soon.”

With their boxes ready, Olli Brands was ready to launch their exciting new product. We look forward to continuing to work with them!



What about your brand?

Ready for your own packaging success? Get a quote and learn how we can help you tell your brand's story with quick, sustainable packaging printing right here in North America.

Get a Quote

