

# “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 Canadian 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 in Ontario, Canada 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*

## 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 Canada.

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