



ACTING QUICKLY TO MEET SURGE IN DEMAND

How We Help Keep Product on the Shelves

CHALLENGE

A leading bakery manufacturer faced an unexpected supply challenge when a well-known retail grocery chain advertised a buy-one-get-one-free event for its bagels. The manufacturer's current overseas packaging supplier was experiencing significant supply chain challenges and could barely keep up with a 12-week lead time. With its bagels flying off the shelves and bag supply running dangerously low, the manufacturer was at risk of shutting down production until new bags could be received.

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Efficiencies reduced
delivery times to
just three weeks from
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SOLUTION

After a conversation with the manufacturer, its urgent request was elevated to an emergency order status and Great American Packaging's team of experts got started right away. Leveraging our many years in printing, we expeditiously pushed through the artwork process while maintaining a close eye on quality and accuracy.

Once artwork was approved, the process moved quickly, and the order was prioritized to meet the tight deadline. Production began and the bags were quickly and carefully extruded, printed and converted.

As a result, delivery times were reduced from our standard four- to six-week timeframe to two weeks. The customer received its shipment of bags in record time: just three weeks after the original inquiry.



THE RESULT

The customer avoided unnecessary production gaps and was able to keep up with demand at the retail grocery store. This manufacturer continues to entrust Great American Packaging with its packaging needs, relying on the company to meet all fluctuations in demand to keep product on the shelves.



Reduced lead
times by 50%



Met surging
product demand



Prevented
revenue loss

HOW WE SERVE YOU IS WHAT MATTERS MOST

At Great American Packaging, we offer full-service manufacturing capabilities to create custom flexible packaging solutions across a variety of food, medical and consumer applications.

For decades, we've prided ourselves in serving our customers with the industry's highest performing bags and dedicated *white glove service*. Today, we are more committed than ever to giving each of our customers the personal attention they need to make smart packaging decisions and we ensure products are delivered on time. A friendly and knowledgeable packaging expert is always on-hand to help.



As your packaging supplier, you can count on us for a commitment to *white glove service* that continues to set the industry standard.

Call us at [323-582-2247](tel:323-582-2247) or visit our [Contact Us](#) page to speak to one of our packaging experts today.



How We Serve You is What Matters Most