

NPN360 Delivers a Fresh (and Fast) Packaging Solution

The folks at Good Foods have built their brand around freshly prepared foods—guacamoles, Greek yogurt dips, salads, and juices—that are full of flavor, with nothing artificial. Ever.

Building on their belief that “good goes around,” the private label food company with roots in northern Illinois committed to becoming a zero waste landfill facility. So when it came time to order labels and folding cartons for its latest product line, ensuring efficiency in the supply chain was among their requirements, along with fast turnaround, brand consistency and inventory management.

They turned to npn360, a full-service distributor located on the outskirts of Chicago, who in the past has been Good Foods’ go-to for marketing collateral and promotional products.

Artie Collins, npn360’s CEO, bought the business ten years ago and along with partner, Jeff Greenbury, took an aggressive growth mindset—willing to try new things outside of a ‘typical’ distributorship. They hired a food-packaging expert and slowly built a team to support him. While it took nearly two years to land their first significant order, jobs have since ramped up. Everything from shrink sleeves in the organic juice space, to folding cartons for breast pumps and freezer bags for frozen fruits and vegetables, the npn360 team knows how to deliver.

“We’ve failed on way more things than we’ve hit on, but we’ve hit on a couple and recently packaging has been the driver of our business.” So much so, Collins says, that npn360’s revenues have doubled in the past two years.

SUBHEAD: Pairing with the perfect partner

Collins knew he needed a single-source label- and packaging-manufacturing partner to help him meet Good Foods’ goals. He immediately turned to Outlook Group, a single source packaging and printing supplier based in Neenah, Wisconsin.

Outlook Group developed a competitive VMI (vendor managed inventory) program for npn360. Key deliverables included planned volume runs, inventory warehousing, freight consolidation, inventory visibility to the print distributor and printing expertise. As a G7 Master Printer, Outlook Group maintained color across the various label and paperboard substrates, giving Good Foods the consistency they needed with the brands purple and green coloring.

Much to the client’s delight, Collins says Outlook Group was able to reduce inventory levels from six months to 45 days and reduce overall freight costs by 30 percent. And since the program’s inception nearly three years ago, the company has experienced zero quality defects, and the VMI program has yielded zero obsolete inventory.

Perhaps the greatest value to Collins was Outlook Group's help upfront in designing and engineering the folding cartons to best fit Good Foods products. "They're a team of experts in engineering, print production *and* logistics... Thanks to the wonderful team at Outlook, our customer could not be happier."

Labels often lead to bigger and better opportunities. Collins encourages all distributors to take a closer look at all aspects of packaging. "Folding cartons and packaging for private label food companies is an untapped market in the distributor space," he says.