

Pouch Puts New Product on Path to Sweet Success



MJS PACKAGING

About the Customer

Sanders Candy, maker of fine chocolates since 1875, had the objective to launch a new product, Fruit & Granola Clusters, in the company's first ever flexible package.

Solution

Sanders relied on MJS Packaging to guide them through the dynamic world of flexible packaging. Despite challenges with equipment and materials, Sanders was pleased with the reduced costs, great barrier properties and high-impact graphics found with flexible packaging.

Benefits

- Significantly reduced freight costs by 88%
- Utilized a more eco-friendly packaging option
- Satisfied consumer preference for a convenient, resealable package

Results

Sanders is doing a major test of this new product with a large retailer, and expect the results to be successful. They hope to mirror the extremely positive results experienced with an existing popcorn product recently converted to a flexible package.

"MJS Packaging effectively facilitated finding the best packaging solution with the right manufacturing partner. Our Account Executive asked the right questions and gathered all the needed info on the front end to make everything easy for our Purchasing Team. We are 100% focused on the food business, so it is essential to have an integral partner like MJS Packaging who is fully entrenched in the changes and players in the packaging industry. We are truly more efficient because of our relationship with MJS Packaging."

Brian Jefferson
CEO, Sanders Candy

mjspackaging.com

📍 35601 Veronica St., Livonia, MI 48150

☎ 800.915.2262 ✉ sales@mjspackaging.com

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