

CASE STUDY



Zachary Confections

Seville Flexpack's Commitment: Not Just Another Number – Guaranteed

Searching for a new supplier, Ed Loomis, packaging director at Zachary Confections, invited two of the largest flexible packaging companies along with Seville Flexpack to submit proposals. Impossible to select on presentations alone, Loomis asked each company the hard question: What would happen if Zachary was not happy with the flexible packaging?

"Only one company was willing to make a commitment in writing – say

they would 100% guarantee satisfaction or we would get full credit. That company was Seville," says Loomis. "Sometimes going to the biggest, number one guy means making great sacrifices. With Seville, we are not just another number. They stand behind their products and services. From the pressman, to accounting, to the president – they know me and I know them. It means something."



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Zachary increases market share with Seville's rotogravure printed designs

Seville Flexpack is one of only a few converters in the US to offer rotogravure as well as flexographic printed flexible packaging. With its 16-ounce peanuts, bridge mix, raisins, and peanut clusters, Zachary was the winner when a number of confectionaries vied for exclusive product placement at a large retailer. Rotogravure was strictly specified, and Seville was enlisted to not only print the packaging, but also to bring in a designer to develop the new packaging and a fresh logo.

“Typically, I’m intimately involved with communications between the designer and the printer,” Loomis says, on avoiding the problem of having a designer design a package that ultimately cannot be printed. “That’s not the case with Seville. It’s the best case scenario since they understand the limitations and capabilities from concept to print,” concludes Loomis. “It makes my job easier.”

Zachary Counts on Seville

- **Seville provides a total packaging solution from design to print – guaranteed!**
- **Rotogravure – The ultimate in flexible packaging printing**
Rotogravure delivers consistent and tremendously appealing product illustrations from the very first impression to the last.



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