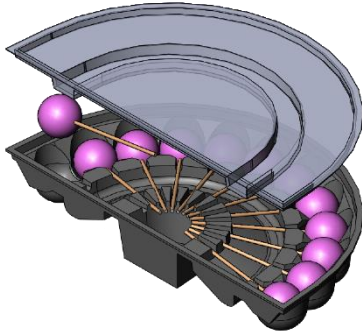


Relentless: A Look Inside One Salesman's Journey to Product Solutions

November 17, 2014

Do you face damage issues due to generic plastic trays or clamshells? Have you had to change production plans at the last moment due to running short on plastic packaging? Had a product sold but no packaging prepared? Ever wondered if anyone cared about your packaging issues?



Design Rendering, Plastic Package, Inc.

Plastic Package knows the problems that you face in our competitive business culture today. Brent Ford is a member of our sales team that is here to serve you. Recently, Brent partnered with Bay Area's Sugar Bowl Bakery to solve these kind of problems.



Production Operators, Plastic Package, Inc.

By partnering with the buyer, they were able to create a new clamshell for a new product in record time! Having refined his sales skills over the course of 4 years, he was relentless! Brent put himself into overdrive as he worked with the customer as well as quarter backed the Plastic Package design and tooling engineers, production managers and operations managers. This tenacity shortened the cycle from a 2-6 month process to 4 weeks! And the process didn't end there. Once the tooling was in place and the first order was fulfilled, we worked with Sugar Bowl Bakery in developing an inventory and delivery program to help sustain the supply chain throughout the year.

"As a Purchasing Agent/Planner, I deal with many Vendors/Sales Reps on the daily basis. I truly appreciate Brent Ford's efforts as well as his team's. They not only provide me with a great product, but also a fantastic service. They go above and beyond the call of duty when I have immediate requirements and it is a relief knowing that I have their full support. It is a pleasure to work with Brent and the Plastic Package team." – Raul Rivas, Buyer/Planner, Sugar Bowl Bakery in Hayward, CA.

You heard it straight from our client. Need we say more? Give us a call today to find out how we can go above and beyond the details to solve your packaging challenges.

About Sugar Bowl Bakery



In 1984, five immigrant brothers pooled their savings together to open the first Sugar Bowl Bakery, a small neighborhood coffee shop in San Francisco. Sugar Bowl Bakery has since become a leader in developing quality baked goods and is now one of the largest bakeries that is family/minority owned and operated in Northern California. The award-winning bakery offers a complete line of high-quality baked goods delivered to various food service institutions, supermarket chains and warehouse clubs.