

WILD FLAVORS, INC. CONTAINER MANAGEMENT CASE STUDY

ABOUT WILD FLAVORS:

- Founded in 1994 by Dr. Hans-Peter Wild
- US Headquarters based in Erlanger, Kentucky
- Manufactures natural ingredients for the food and beverage industries
- Provides specific flavors, colors and ingredients as well as innovative and great tasting concepts
- Named one of the Healthiest Companies in the US by Interactive Health Solutions in 2007
- AIB, ISO and USBA certified



“With CHEP, we simply place the order for containers, set them up and fill them.

We’ve had no damage or loss of product, have improved efficiencies and the containers have a favorable impact on our customers’ disposal costs. We’re very pleased.”

**David Haase,
WILD Flavors
Vice President**



VS.



■ Challenge:

WILD Flavors has experienced unprecedented growth over the past several years. To manage this growth and remain responsive to their customer base, the company needed to evaluate its materials and processes to find more efficient and cost-effective ways to fill and ship their product.

Previously, WILD Flavors used 55-gallon drums to ship the majority of their liquid products. Although drums make sense for smaller shipping volumes and batch sizes, WILD’s growth demanded a new method of shipping liquids that took less time, labor, storage, complexity and cost, while also ensuring a more user-friendly experience for their customers.

COST

WILD Flavors was ordering and paying for individual packaging components (i.e. drums, pallets, strapping) with an inefficient and costly delivery/storage model.

FILLING/DECANTING

Based on new volumes, the 55-gallon drum was sub-optimal for customer deliveries; filling and decanting the smaller vessels became too manually intensive with drums, palletizing, strapping and in-plant movements.

DISPOSAL

Drums, strapping and pallets were stacking up at the end-users’ facilities and required labor and coordination to ensure proper disposal.

■ Bottom Line:

Working with a shipping container provider that would remove these challenges was key for WILD Flavors. Engaging a partner that would provide clean, quality containers on a scalable level was key to allowing the company to focus on its core business and continue to drive growth.

“CHEP provides customers with a one-stop-shop for container rental and management. Customers save precious capital, focus on their core business and experience the benefits of reusable containers, with the simplicity of one-way packaging.”

Drew Merrill, CHEP Pallecon Solutions VP Sales and Marketing

Solution:

To resolve these challenges, WILD Flavors researched different container types and companies to determine the best solution. As a result, they decided to work with CHEP to begin renting 315-gallon plastic collapsible, reusable containers. This provided many benefits over drums, including:

TIME & LABOR SAVINGS

Setup/Fill/Decant - CHEP Pallecons allow for single operator setup in 30 seconds, and with a 315-gallon capacity, WILD Flavors now only **fills 1 tote for every 5-6 drums they previously filled.**

Disposal/Clean Up - The Pallecon 315 has a built-in pallet and locking lid, eliminating the mess and hassle of wood pallets and strapping required by drums.

No Contamination - CHEP utilizes single use form-fit liners, eliminating potential risks of product contamination.

REDUCED COST AND SIMPLICITY

One simple, all-inclusive Trip fee includes -

- Container/Liner Delivery and Pickup
- Cleaning/Sanitizing handled off-site
- Container Repair (if necessary)
- Off-site Storage
- Tracking throughout the supply chain with CHEP-TRAC software

Single Sourcing - The CHEP Pallecon 315 eliminated the separate pallet, strapping, storage and delivery fees WILD Flavors previously paid. CHEP's all-inclusive program provides all containers, liners, accessories and maintenance associated with managing containers.

ENVIRONMENTAL

CHEP Pallecons are reusable, making them more environmentally friendly than disposing of drums, pallets and strapping. In addition, collapsible containers allow more per truckload, requiring fewer trucks and ultimately reducing WILD Flavors' carbon footprint.



Summary:

CHEP provides WILD Flavors with a cost-effective, hygienic, traceable and sustainable packaging solution that empowers the industry leader towards greater profits and success.

The measurable impact of utilizing CHEP's shipping container management services has led WILD Flavors to cost savings, labor savings and increased productivity. The totes have significantly reduced fill/discharge time, related labor and packaging costs and increased overall operational efficiency. As a result, the WILD Flavors team can continue improving their product and supply chain and positioning themselves for even more growth in the future.