

Packaging Savvy

Inteplast's diverse packaging solutions and broad distribution network deliver convenience for the foodservice industry. **By Chris Petersen**



>> Inteplast provides foodservice distributors with flexible packaging solutions tailored to their specific needs.

company profile

Inteplast Group

www.inteplast.com

Headquarters: Livingston, N.J.

Specialty: Integrated plastics manufacturer
Paul Ulrich, general manager, senior director/foodservice and healthcare units:

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pass three divisions: Integrated Bagging Systems (IBS); AmTopp; and World-Pak. Since 1991, Inteplast's products have been used in applications ranging from foodservice distribution to construction, and the company's diversity has been a key component of its success.

That diversity carries over to the work Inteplast does for foodservice customers seeking flexible packaging products, according to Ulrich. Whether customers need can liners, PVC film, gloves, carryout bags, food bags, bun rack and bun pan covers or re-closable bags, they have an array of options through Inteplast.

Flexible packaging plays a significant role in 21st century foodservice. Whether it is a valuable component of a rapidly growing quick casual concept, or helping to support the carryout trend in upscale restaurants, Inteplast products can be relied on to help operators run efficiently and meet their marketing goals.

No matter what its customers in the foodservice distribution space may require in terms of flexible packaging, Ulrich says, Inteplast is capable of satisfying those needs and

Many of the best and biggest names in the foodservice distribution industry have come to count on Inteplast Group as their preferred provider of flexible packaging solutions. "We have one of the broadest arrays of flexible packaging products in the industry, and all from one source," says Paul Ulrich, general manager and senior director for In-

teplast's foodservice and healthcare business unit.

Inteplast, now celebrating its 25th anniversary, is headquartered in New Jersey and has state-of-the-art flagship manufacturing facilities in Lolita, Texas, as well as throughout the United States and Canada. In fact, Inteplast is the largest manufacturer of integrated plastics in North America. The company's operations encom-

doing so in a timely and efficient fashion, especially through its dependable distribution network.

Fully Capable

Ulrich says the diversity of Inteplast's products makes it a valuable partner for customers in the foodservice industry. "We have economical levels of products and we have upper-tier levels as well, so we offer the end-user variety in products to fit their application needs," Ulrich explains.

As an industry, foodservice spans hotel and lodging sites, cafeterias for a variety of institutions, catering companies, fast food restaurants, and more. The quickened pace that is necessary for staff to deliver goods to clients and end-consumers require that health and optimal standards are not sacrificed.

Ulrich explains that Inteplast has ISO certification, which provides customers with the peace of mind that the products they purchase from the company will always be of the same consistent high quality. "We've noticed that not all of our competitors are ISO-certified and so this is an important aspect when considering the standards we set for our products."

Distributors also appreciate the fact that Inteplast provides them with a single source for single source for their essentials, and the fact that they can purchase them from Inteplast on a single invoice means less time worrying about sourcing and logistics.

Thanks to the company's network of manufacturing plants and distribution centers across the country, as well as its combination of direct sales and broker organizations to reach out to customers, Inteplast has an unparalleled degree of flexibility when it comes to getting its products to customers exactly when and where they need them. "We can optimize transportation, freight and



Inteplast's flexible packaging solutions include re-closeable bags, can liners, PVC film, gloves and carryout bags for clients in the foodservice industry. <<

deliveries," Ulrich says. "This is very important for the foodservice distribution community."

Inteplast also makes life easier for its customers by offering them user-friendly online ordering options. The company is fully integrated with electronic data interchange (EDI) technology, making it possible for customers to engage numerous functions instantaneously.

New Opportunities

Because of the significance resin plays in the overall cost of its products, Ulrich says keeping costs manageable is one of Inteplast's greatest challenges. The resin market in the United States is known for being volatile, so the company has to find ways to keep costs down in other ways. For example, Ulrich says, Inteplast's extensive network of distribution centers across the country keep transportation costs low for customers,

and its production is located as close to its customer base as possible.

Recently, Inteplast has had to react to a trend of consolidation throughout its customer base. "Everybody seems to be consolidating, so the customers are becoming bigger and bigger and having a more profound influence on the procurement process," Ulrich says.

In this new environment, Inteplast looks forward to leveraging its global manufacturing footprint to offer customers even more value-added services. There are always new possibilities, Ulrich says, to expand product bundles that provide even more value to customers. "The vast array of products we offer in flexible packaging make our bundling options practically endless," Ulrich says. "The scope and needs of the foodservice industry continue to expand, which encourages us to become even more innovative to match those trends." **FD**