



Folding Cartons Enable Dole Whip® Expansion

Challenge

Dole Packaged Foods wanted to extend distribution of its Dole Whip fruit treat to grocery stores but needed help with the packaging. Dole's existing print partners lacked the flexibility to produce folding carton packaging in volumes appropriate to new product releases. To ensure a seamless expansion to grocery outlets, Dole needed a packaging partner who could take on medium-sized production runs.

Solution

Taylor used its expertise with folding carton packaging to provide the fast, scalable solution Dole needed.

- Taylor quickly developed a custom carton that was a perfect fit for Dole Whip containers. Our production facility in Minnesota started manufacturing cartons for multiple flavors of Dole Whip.
- As print volumes grew and Dole engaged with additional co-packers, Taylor expanded carton production to facilities in Nevada and Illinois. This distributed production model allowed Taylor to seamlessly deliver print runs of up to 300,000 units.
- Along the way, Taylor's carton engineers developed a new carton format that enabled Dole to further automate its Dole Whip production line. Taylor's in-house creative resources also edited print files for Dole, saving them the time and expense of engaging their creative agency for help.
- Taylor's performance with folding cartons soon led Dole to ask for our help with flexible packaging solutions as well.

Results

Taylor's specialization in short- and medium-sized production runs for folding carton packaging was an ideal fit for Dole Whip.



SCALABILITY

Multiple production facilities nationwide enabled Taylor to quickly ramp up production to meet Dole's needs.



PACKAGE ENGINEERING

Taylor's expertise with unique carton constructions paved the way for production line efficiencies at Dole.



SPEED TO MARKET

Thanks to its diverse production network, Taylor was able to deliver finished cartons to Dole in as little as two weeks.