

# CUSTOMER SUCCESS STORY SULLIVAN AND BLEEKER & BOOM CANDY

## SULLIVAN & BLEEKER ADDS QUALITY PRINT INGREDIENTS WITH TPH

Sullivan & Bleeker Baking Co.'s just-in-time business couldn't wait for a printer to turn around its custom labels, wraps or hang tags. After meeting The Printing House™ (TPH®) at a holiday fair, Sullivan & Bleeker found the perfect mix of speed, quality and experience so its packaging matches its premium, decadent desserts.

Sullivan & Bleeker owner Elyse Wahle started out seven years ago by renting space in a commercial kitchen. The decision to be 100% peanut and tree nut free gave Sullivan & Bleeker a unique market niche that opened opportunities for business growth, including expansion into the candy market with a nut-free candy program for national retailers that has snowballed to create Boom Candy. "We are all obsessed with candy at the bakery. We can't get enough of it," she says.

In the early days, Wahle printed a lot of her labels and materials in house, but she also leveraged a printing provider for specialty items. With a rapidly growing business and customers to take care of, Wahle admits turnaround times were too long, and the previous printer's inflexibility and processes were frustrating.

"Using a company like TPH was something that we never considered because we were concerned about pricing structure. We thought small runs like we needed would have been too expensive," recalls Wahle.

Not long after meeting TPH at a holiday fair, Wahle had an urgent deadline for a new printed product and called TPH Solutions Manager, Steve Pryde.

*"That was 18 months ago and, for every single thing we need now, we go to them first. Their pricing is fair, and they give us phenomenal customer service. We now have the ability to do things that we would not have necessarily been able to do before." Says Elyse Wahle, owner, Sullivan & Bleeker Baking Co. and Boom Candy*

### AT A GLANCE

<b>Location</b>	North York, Ontario
<b>Industry</b>	Food Service
<b>Services</b>	Custom Printing, Personal Service
<b>Solutions</b>	Digital, Dieless Cutting, Custom Printing, Label Printing

#### Benefits

##### High Quality Baked In

TPH cooks up high-quality labels, hang tags and wraps fast to let Sullivan & Bleeker package up delicious desserts while they're fresh.

##### Speed is in the Mix

Whether it's delivering customized hang tags for a cookie mix order or 6,000 advent calendar labels, TPH's North York Branch works with a network of locations to get printed products delivered seamlessly, on time.

##### Raising the Bar

With access to TPH's experience and services including digital printing and dieless cutting technology, Sullivan & Bleeker gets top-quality print products with few limits on creativity.

## FRESH DELIVERIES

“We work on a just-in-time system. Everything is baked fresh to order and the turnaround time that we’ve seen from TPH is unbelievable. They get our stuff done incredibly quickly,” says Wahle, noting her previous printer could take up to three weeks to complete a custom label, hang tag or custom wrap, but TPH gets it done in hours.

“We can’t print, in house, the kind of quality they are able to,” says Wahle, noting having a printer on speed dial to handle custom orders quickly means they can offer clients new services or options. “If a customer wants 12 cookies or 12 cupcakes with custom stickers on the boxes, we are able to offer that.

*“Quality and consistency are TPH’s top goals. They consistently meet and exceed our expectations as far as timing and quality goes. The quality and consistency we get from TPH makes us look good.”*



## COOKING UP CREATIVITY

As a visual artist by trade, Wahle likes to design her own artwork and packaging using Illustrator so she can capture her vision. “I can take care of the graphics work; however, I don’t have the physical printing capabilities to make anything look as good as it does coming out of TPH.”

Wahle found working with her previous short-run print provider time consuming and frustrating as she worked to get crop marks and bleed lines precisely prepared before they’d even start work.

*“Turning around custom products in a matter of hours is not something you find easily from other printing suppliers. TPH makes it easy.*

“They will simply call me to confirm crop lines or bleeds and get it back to me in a few hours or the next day. We love that. Everybody loves them. Every one of our staff knows they are the ones that help us out of jams.”

In addition, with TPH’s dieless cutting technology, Sullivan & Bleeker isn’t limited to standard sizes or shapes for their labels, and wraps can be created to meet their own creative needs with the right slots and angles built-in to make assembly a breeze.

“TPH gives us higher quality than we could get in house. They have the ability to do things we can’t achieve here.”



## NETWORK DELIVERS

One Christmas, Sullivan & Bleeker was creating advent calendars for its customers. They needed special stickers and turned to TPH for help.

Pryde recalls the 6,000 labels weren't standard-sized and needed to be delivered in less than a day. Tapping into the TPH network of locations, Pryde delivered on time using TPH digital printers and its dieless cutting service, which is perfect for short run orders like this one. Creating a custom die for the 6,000 labels would have been too time consuming to meet Wahle's deadline.

The custom process can take up to five days. Sullivan & Bleeker's advent calendar labels were printed, cut and delivered in six hours, at a cost 65% below what custom die cutting would.

Whenever needed, TPH will tap into its network to help meet Sullivan & Bleeker's rapid turnaround times so its goodies get out the door on time and at peak freshness.

*"I had no knowledge of it. I had no idea they used other locations for my order, but it shows me that no matter what happens, they will get the job done for me and that's impressive."*

"They're phenomenally respectful of when our hair is on fire and we need help fast... and they always do."



## INGREDIENTS FOR CUSTOM LOOK

Using digitally printed labels in a wide range of materials on standard boxes gives Sullivan & Bleeker an economical solution for the premium look their baked goods need.

Printing custom boxes could take weeks and wouldn't allow for the kind of highly personalized packaging Sullivan & Bleeker wants to offer customers. TPH can turn around a custom label in a few hours, in the custom design Wahle creates.

In addition, printing custom boxes for each order could cost \$3 to \$9 per box, or require minimum print runs of thousands of pieces to bring the unit price down. Using labels, hang tags or custom wraps, TPH estimates they are reducing the cost of printing by 70% while still meeting Sullivan & Bleeker's tight deadlines.

## WHIPPING UP NEW OPPORTUNITIES

While Wahle isn't yet ready to share plans she's got in the works for her business, she says, adding that working with a company like TPH opens up "a world of opportunity for us."

"We can launch a new item without having to commit to 200,000 pieces but can test things out with lower volumes."

*"Working with TPH stretches the limits of what we can do. The sky's the limit. Steve has been amazing with us and tells us things or offers us options we may not have known. The whole team is phenomenal. They take our business as seriously as they take theirs." ■*





## ABOUT SULLIVAN & BLEEKER



Named after the street corners where owner Elyse Wahle baked up confectionaries in her tiny New York apartment, Sullivan & Bleeker Baking Co. has rapidly expanded in Toronto from the rented space in someone else's kitchen to a 6,000 square foot facility in North York, Ontario. The company sells its 100% peanut and tree nut free cupcakes, cookies and premium gift collections to customers and high-end retailers across Canada. Its sister company, Boom Candy, packages premium candy in its nut-free facility.

[www.sullivanbleeker.com](http://www.sullivanbleeker.com)

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