

Vana Specialty Packaging Celebrates Over Two Decades of Partnership with Mrs. Fields Cookies

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Vana Specialty Packaging has sustained its partnership with Mrs. Fields Cookies for more than two decades, starting in 2003. This long-term collaboration involves the supply of packaging tailored to support the brand's gifting and licensing activities in the food and beverage sector. The relationship has evolved to incorporate changes in market requirements and production methods over the years.

The partnership includes the development of packaging solutions that accommodate cookie products, focusing on designs that ensure product integrity during handling and distribution. Vana Specialty Packaging has adapted its processes to align with Mrs. Fields Cookies' needs, including adjustments for seasonal variations and merchandising strategies. This ongoing engagement has supported Mrs. Fields Cookies in maintaining its product offerings through consistent manufacturing support.

Vana Specialty Packaging brings over 25 years of experience in manufacturing and exporting to its collaborations. The company's approach encompasses initial assessments of client specifications, followed by the creation of technical prototypes to verify design feasibility. Production occurs in facilities equipped for detailed work, with logistics managing the movement of goods from origin to final locations. This

comprehensive method has enabled the partnership with Mrs. Fields Cookies to span multiple product cycles.

Within the food and beverage industry, packaging serves to both protect items and convey brand elements. For Mrs. Fields Cookies, Vana Specialty Packaging has provided options that address these aspects, contributing to the brand's ability to offer varied gifting formats. The collaboration has incorporated iterative improvements based on operational feedback, resulting in refinements to materials and structures over time.

Richard Mayer, CEO of Vana Specialty Packaging, discussed the significance of long-term relationships. "Collaborations that extend over decades, such as the one with Mrs. Fields Cookies, allow for a deep understanding of client needs and the application of accumulated expertise to ongoing projects," Mayer said.

Ralph Sham, account executive at Vana Specialty Packaging, added perspective on the operational side. "Maintaining partnerships like this involves consistent communication and adaptability to ensure that production aligns with evolving requirements, from initial concepts to final outputs," Sham stated.

These elements underscore how Vana Specialty Packaging supports brands in managing their packaging needs over extended periods. The company's network of more than 40 factories across global locations facilitates sourcing that responds to supply chain dynamics. This infrastructure has aided in keeping production aligned with partner timelines while addressing cost considerations.

As the industry shifts toward more sustainable practices, Vana Specialty Packaging integrates materials that consider environmental factors, such as those suitable for recycling. This incorporation has complemented the priorities of partners in the food and beverage space, where consumer awareness influences choices.

Vana Specialty Packaging has also developed similar extended relationships with other entities. For example, the company has collaborated with The Fruit Company for 15 years, providing packaging for fruit-based items. Additionally, partnerships with Hickory Farms extend over 10 years, involving solutions for gourmet food products. Further, engagements with Affy Tapple L.L.C. and Mrs. Prindables, as well as Fairytale Brownies, each spanning more than a decade, highlight the company's focus on enduring support in confectionery and related areas.

In the spirits sector, Vana Specialty Packaging has worked with Spirits Investment Partners on premium packaging, applying similar principles of collaboration. The partnership with Wine.com involves gift boxes for wine selections, demonstrating versatility across beverage types. These varied relationships illustrate the company's ability to apply its manufacturing knowledge to different product categories.

The minimum order quantity of 500 pieces enables Vana Specialty Packaging to engage with a spectrum of clients, from established brands to those scaling operations. This flexibility supports the initiation and

maintenance of partnerships across business stages.

In an environment where e-commerce and direct distribution grow, packaging contributes to consumer interactions. The long-term work with Mrs. Fields Cookies shows how sustained efforts can adapt to these trends, including optimizations for shipping and presentation.

Vana Specialty Packaging functions as a provider of packaging for industries including food and beverage, health and beauty, jewelry, and retail. The company manages processes from design inception to delivery completion, with an emphasis on meeting sector-specific standards. Founded on manufacturing principles, Vana Specialty Packaging has expanded its operations through global connections and technological applications.

The partnership with Mrs. Fields Cookies represents Vana Specialty Packaging's commitment to delivering customized packaging solutions for brands, adapting to industry developments over time.

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Vana Specialty Packaging

At Vana Specialty Packaging, we are dedicated to helping our clients elevate their brands through premium, customized packaging solutions

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