



Cold Brew Coffee Pioneer*



Case Study

Cold Brew Pioneer & Polymer Fusion Labeling

How a Cold Brew Coffee Pioneer partnered with Polyfuzer to face branding and sanitary concerns head on with Polymer Fusion Labeling



*This company's identity (including logo) has been intentionally withheld in this case study at their request for confidentiality.

Executive Summary

This case study explores the collaboration between a Cold Brew Coffee Pioneer and Polyfuzze, focusing on addressing labeling issues in their commercial cold brew systems used in franchises, including Starbucks. The primary objective was to ensure label durability and sanitation compliance with FDA-required cleaning processes.

Background

The Cold Brew Coffee Pioneer, a leader in cold brew coffee since the 1960s, has seen its systems gain popularity in both consumer and commercial markets. Commercial franchises such as Starbucks have extensively utilized these systems for their efficiency and coffee quality.

Problem Statement

The Cold Brew Coffee Pioneer faced a major challenge with traditional adhesive labels on their commercial cold brew systems. These labels, when subjected to FDA-required sanitation cleaning processes, would detach, rendering the products unidentifiable. This not only affected brand visibility but also had secondary implications, such as overlooked use of the pioneer's specific cleaning supplies and a negative impact on revenue from genuine cleaning product sales and replacement parts. Additionally, adhesive-based labels are notorious for harboring bacteria within their layers, even after sanitization which poses even.

Solution

The Cold Brew Coffee Pioneer adopted Polyfuzze's polymer fusion labeling technology. This solution provided a crucial advantage over adhesive-based labels: the Polyfuzze labels seamlessly fuse with the polypropylene plastic of their cold brew systems, eliminating gaps or layers where bacteria can thrive. This feature is essential for maintaining high hygiene standards, as it ensures the labels can withstand rigorous FDA-required sanitation processes without harboring bacteria. Additionally, the durability of the Polyfuzze technology ensures that labels remain intact and legible throughout the product's lifespan, even after repeated exposure to harsh cleaning processes. This consistency in branding is vital for maintaining Toddy's recognition and reputation, particularly in commercial environments where brand visibility is key.

Implementation

Unlike adhesive labels, Polyfuzze labels are known for their durability in harsh environments and are the only labeling method that can be fully sanitized without harboring bacteria. This technology was rigorously tested to ensure its resilience against FDA-required sanitation processes.



Polymer Fusion Labeling

Results

The adoption of Polyfuzze's technology proved successful. The labels remained intact and legible through rigorous sanitation, ensuring continuous brand visibility. Furthermore, the labels did not harbor bacteria post-sanitization, enhancing the hygiene of the Cold Brew Coffee Pioneer's commercial products. The use of Polyfuzze also positively impacted the utilization of the pioneer's specific cleaning supplies and replacement parts.

Analysis

The transition to Polyfuzze's labeling technology was a significant step in addressing the challenges of commercial product labeling. Besides maintaining label integrity, this approach was crucial for meeting stringent sanitation standards. Moreover, the sustainability aspect of Polyfuzze labels, being fully recyclable with the Cold Brew Coffee Pioneer's system at the end of its life without needing removal, contrasts with other label methods that become litter or waste in landfills.

Conclusion

The Cold Brew Coffee Pioneer's strategic decision to implement Polyfuzze's labeling technology underscores the importance of addressing operational challenges in commercial settings. This case study highlights the effectiveness of innovative solutions in maintaining brand integrity, ensuring product recognition, and supporting environmental sustainability in the competitive food and beverage industry.