



# A Reliable Partnership, A Competitive Advantage



## ✓ The Situation

The floral industry ebbs and flows with the seasons, and at peak times, that means very short windows of opportunity to get very large quantities of product to market. For people like Jessie Keenan, a Buyer for Altman Plants – a wholesale nursery serving large retailers across the United States – each season’s success hinges on maximizing both cost savings and efficiency in order to meet inevitable spikes in demand.

## ✓ The Challenge

Altman Plants handles upwards of half a million plants in its warehouses each day. During their busiest seasons, like winter holidays, Altman Plants warehouses receive millions of units of floral and plant packaging at a time – and there’s no room for error: “Products have to arrive on time or we have a shipping & assembly crisis,” Keenan says. Such a high volume of work doesn’t leave room for worrying about delivery delays, labor inefficiencies, or unexpected shipping costs. That’s where Flopak comes in.

## ✓ The Solution

As a floral grower and supplier, Altman Plants has to ensure not only quality, but also competitive pricing, reliable delivery, and unique packaging for their customers. That means they need a partner who helps them save money and time. For Keenan, that feeling of partnership comes through in everything Flopak does: “They have great customer service, plus they have competitive pricing and consistently meet deadlines.”

Flopak’s innovative streak has been a benefit, too. When the two companies first began working together, Altman Plants was receiving pot covers the traditional way – in boxes that only held 500 units on average and took up a lot of warehouse space. When Flopak developed the patent-pending Paklite™ Shipping System, which uses lightweight tubes to ship and store pot covers, Altman Plants was one of the first to begin using it.

## The Results

“The Paklite system has greatly improved the way we receive and work with pot cover packaging,” says Keenan. By allowing up to 327% more product to be shipped at a time, Paklite™ has lowered Altman Plants’ shipping costs. The tubes have made receiving, verifying, storing, and moving pot covers easier, too: “now, inventory managers can easily track and distribute thousands of pot covers to and from all areas of the facility,” she says.

327%

more product to be shipped at a time

The cost savings, reliability, and labor efficiencies that Flopak has made possible have given Altman Plants a competitive advantage. They’ve become primary suppliers for retailers like Home Depot, Lowe’s, and Walmart – and Flopak is their preferred pot cover supplier: **“Working with them has been a major improvement for everyone from our buyers to our warehouse staff and assembly teams.”**