

# Pod Pack International



## PROBLEM

Pod Pack's growth was outpacing its warehousing capabilities. They needed a partner they could count on for today and tomorrow.

## SOLUTION

Wilson Warehouse said, "We got this," and created a dedicated SQF Level 2 Certified (food safe) space with the flexibility to scale with their needs in the future.

## Company Background

Pod Pack International, founded in 1996 by Bill Powell and Tom Martin, makes single-serve coffee products in different formats (e.g., espresso, OCS, QSR, and hotel soft pods along with Single Serve CUPs) for coffee roasters looking to expand their footprint into hotels, restaurants, and other business establishments. In most cases, coffee roaster customers send Pod Pack their roasted whole bean coffee, and Pod Pack grinds it, packages it, packs it in cases, and sends it back to the roaster. As a co-packer, Pod Pack does offer a full turnkey service as well. They are driven, focused, and passionate about what they do. Their motto is "One Cup, One Mission, Infinite Solutions."

They're experts at roast colors, grind particle size, bulk density, and how these variables affect the final product. Pod Pack even works with coffee brewer manufacturers to understand brewing capabilities to develop fresh, convenient, and consistent products for the consumer.

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## Company Growth

As business boomed, Pod Pack began quickly taking over the row of suites in their industrial park offices. As soon as new space became available, they'd snatch it up and fill it right away.

Soon they were struggling to find more room. Even their newly acquired space of 75,000 square feet was busting at the seams. Pod Pack needed a true partner to supplement their storage capabilities and scale with their needs.

## Warehouse Partner

Pod Pack's Supply Chain Manager Drew Brown led the search for a warehouse partner, but was unsatisfied in his initial round of research. Other warehouses either didn't (and wouldn't) offer food-grade storage capabilities, or they just weren't a good fit. Then Drew met with the Wilson Warehouse team: Robert Baldrige, president; James Faucheux, operations manager; and Bobbye Barthe, CSR. Unlike other warehouses, Wilson Warehouse made it a priority to introduce Pod Pack to the team they'd be dealing with on a daily basis – the stewards of their goods.

Drew said, "When we sat down and talked with them, I was already sold, but listening to James give me a guarantee they'd take care of us and Bobbye's dedication to service – I just felt comfortable."

One of the tipping points was that Wilson Warehouse was willing to do whatever needed to be done to have a certain part of their facility pass SQF audit. James told them, "If that's what you need, we'll do it."

Drew continued, "There aren't many people willing to carve out space for food-grade products and commit to not storing anything else in that space. Wilson Warehouse created a dedicated space for us. They made us feel really comfortable they would never infringe on that. I can tell that they are respectful of our product and won't go back on their word. No other company would promise that."

## The Partnership Today

A partnership built on trust and integrity started with 2,400 square feet and has now scaled to 30,000 square feet, including direct-to-customer distribution.

"A lot of metrics are hard to quantify, but with Wilson Warehouse it's really that feeling of not having to worry," Drew said. "They run a tight ship and have quality employees who care about what they do and care about their customer. They're very responsive."

## The Partnership Tomorrow

Today Pod Pack's growth is up 107% over 2018. Drew envisions the future of their partnership with Wilson Warehouse to include handling the full nine yards of materials warehousing and product distribution. This would greatly relieve the burden and costs of employee and staff management outside of their core capabilities.



*"I see a time when trucks are running back-and-forth between Pod Pack and Wilson Warehouse multiple times a day. That's the dream."*

– Drew Brown

**If you're in need of a warehouse partner who will do whatever it takes to earn your trust for the long haul, get in touch. We'd be happy to prove to you that you're not square footage to us – you're our purpose.**