



CASE STUDY: **CUSTOM KITS**

SEE HOW WE CAN HELP YOU BUILD YOUR NEXT PROMOTION

A service company was looking to have a warm, cozy-feeling gift that both showed appreciation and provided a sense of comfort for their employees. The goal was to deliver a gourmet food gift kitted with a comfy, branded promotional item directly to the employees' homes; however, the other supplier's production time did not allow Maple Ridge Farms time to produce and kit the gift for delivery by the desired in-hands date. The customer almost canceled the entire project and was planning to send their employees gift certificates instead.

To help bring the customer's vision to life, Maple Ridge Farms made the gourmet gifts with room to add the promotional item, and had the customer pick them up so they could take the food back to their own facility and kit it with the promotional items as soon as they came in. The customer was able to capture the feeling of comfort and joy in the gift, and the employees loved their care packages.



CHALLENGE

A service company wanted to kit soft goods with their food gifts, but concurrent production times didn't allow enough time to meet the in-hands date.



SOLUTION

Maple Ridge Farms fulfilled their part of the order quickly so that the client was able to send them out as soon as the soft goods came in.



RESULTS

The employees loved the custom care packages of comfort and joy.