



Blue Bell Creameries

Champions Seville Flexpack to Increase Production Speeds, Increase Sales

In a scramble to find a new packaging supplier after the existing one wouldn't honor the last year of its contract, Blue Bell Creameries told new bidder Seville Flexpack that its presentation was to be the equivalent of spring training.

"Seville told me they were going to hit a homerun for me — but for the last five years, they've won five World Series in a row for us," summarizes Todd Froebel, an 18-year veteran purchasing agent with the best-selling, old-fashioned ice cream company.

Seville developed an anti-static coating called Wycote, one of its FastSeal™ coatings, which is applied to plastic film to minimize loss on Blue Bell's ice cream sandwich packaging line equipment, originally designed in the 20s to run paper. "The goal has always been to increase our production speed to match that of paper and we're there now thanks to Seville," says Froebel.



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—Todd Froebel, Purchasing Agent, Blue Bell Creameries



Increasing sales through rotogravure on high-volume, design-critical packaging

“Everyone knows that rotogravure brings a better-looking design,” explains Froebel. He recalls that Seville showed Blue Bell the value in enhancing specific designs, including big item frozen snacks and lines that actually show the product. “Our job is simple — we buy value, which equals service, quality, and price. Seville makes us feel like we’re their number one customer. They bring us quality through rotogravure and at fair prices. We’re not afraid to spend the money on a package if the value is there.”

Seville was the first supplier in 18 years that Froebel recommended to another company. “They make my job easy. I don’t have to deal with quality control issues all day and can focus on my job.”



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Blue Bell’s MVPs

#1: Running faster, reducing waste with FastSeal™ — it’s game over for high packaging costs

Seville’s FastSeal™, its trademarked cold seal coatings (including the anti-static Wycote coating), helps you leverage your existing assets by allowing you to run packaging more efficiently.

#2: Rotogravure — The ultimate in flexible packaging printing

Rotogravure helps increase sales by differentiating your product at the point of purchase.