



Results

Taylor's quality, service and proactive communication have been game-changers for Resist Nutrition.

Packaging Partnership Enables Startup to Thrive

Challenge

Resist Nutrition was in need of a new flexible packaging supplier for its blood sugar-friendly protein and fiber bars. Their previous packaging vendor wasn't set up to deliver the short print runs and tight turnaround times that Resist Nutrition required as a startup company. Resist Nutrition finally asked a consultant for help after the vendor lost a roll of packaging and asked Resist Nutrition to pay extra to replace it. The consultant made the introduction to Taylor.

Solution

Taylor quickly stepped in and supplied the high-quality printed roll stock film that Resist Nutrition needed for its bar wrappers. More importantly, Taylor offered the type of consultative partnership that Resist Nutrition craved as an emerging business.

In addition to providing an uninterrupted supply of roll stock to the co-packer, Taylor's packaging specialists lent their subject matter expertise to Resist Nutrition in other ways. This guidance has enabled Resist Nutrition to scale up and go to market faster than was possible before.

"Our last packaging vendor didn't really make us feel like we were partners — more like we were small fish in a big pond. Taylor has made us feel like we're as important as their big customers."

Working with Taylor feels like a true partnership. We can now focus on running our business knowing that Taylor has taken care of the production details."

**EMILY COHEN
& DREW LEDERMAN**
Co-Founders
Resist Nutrition

