



Bixby & Co turns to Gintzler Graphics, Inc. for Whole Foods Market Product Launch Initiative.

When Bixby & Co., creators of nutritious and natural chocolate products, needed to redesign their overwrap packaging to meet a Whole Foods Market product launch initiative, they turned to the creative geniuses of Pulp & Wire and the production capabilities of Gintzler Graphics.

Gintzler's production planning team was successful in developing a raw material structure that would meet Bixby's sustainability requirements and successfully perform on their new packaging equipment. In addition, Bixby benefits from having hands-on local support, with wraps being printed HD UV flexo at the Buffalo, New York plant, instead of produced offshore.

"These companies really delivered for us," says Donna McAleer, Owner of Bixby & Co. "UNBELIEVABLE!!! These are selling like hot cakes at the Whole Foods Market Flagship Store in Austin Texas!"



About Bixby & Co.

Bixby & Co. is committed to creating nutritious and natural chocolate products. Our chocolates stress "real foods" that are artisanal as well as natural, and have a flavor that reflects a simpler past but also ventures with zest into the future. The ingredients are all natural or organic, free of genetically modified organisms (GMO's) and additives. Committed to a better community and world, we source our ingredients from green and fair-trade sources. Our family history of adventure and our personal travels inspire us to create products that contain unique combinations of exotic spices, pure chocolate, healthy nuts and dried fruits.

www.bixbyco.com

About Gintzler Graphics

Gintzler Graphics, Inc. is a leading narrow web label and product identification printer and converter, servicing businesses through North America. By combining our expert craftsmanship, advanced technologies, and strict quality guidelines, we strive to cultivate long-term relationships and consistently provide our customers with innovative label and packaging identification solutions that help our clients sell more product.

www.gintzler.com

