

CASE STUDY

# Taartenwinkel.nl

**Ranpak**<sup>®</sup>

Deliver a  
Better World<sup>™</sup>



**Own production, agile response, innovative company identifying and evolving in step with the latest trends and developments**



Taartenwinkel.nl is a popular Dutch online bakery. All their cakes are baked in-house, enabling an agile response and facilitating innovation when it comes identifying and offering the latest trends and developments.

The online bakery fulfils customers' immediate needs. As a result, Taartenwinkel.nl is able to supply the most delicious cakes and, more importantly, delivering a fun experience.

The company's ambition is to become and remain the most delicious and most service-oriented e-commerce shop in the Netherlands.



## Customer needs

### Properly chilled cakes

Taartenwinkel.nl bakes its cakes in the morning, after which they are delivered to customers all over the Netherlands. The temperature may not exceed 7°C upon delivery. This is the only way to ensure that high-quality cakes retain their taste. After delivery, the cake can sit out unrefrigerated for several hours.

### Sustainable solution

Sustainability is a priority at Taartenwinkel.nl. This is why the company decided to look for an alternative to its chilled transport solution with a cooling engine. The company's water consumption for cleaning the non-sustainable insulation boxes in which the cakes were delivered also had to be reduced.

### Creating a festive unboxing experience

Cakes are usually ordered for festive occasions, such as a birthday, a staff event or a wedding, or to say thank you. In addition to being sustainable, the packaging material therefore also had to look festive.



## Our solution

The solution soon presented itself - a custom box, sustainable cool packs from Recycold and Ranpak's thermal paper packaging.

Ranpak supplied the WrapPak® Protector, which was easy to install in the bakery of Taartenwinkel.nl.

The cakes are wrapped in waved paper pads, which are produced based on the number of cakes on order. Taartenwinkel.nl was able to save space and better respond to seasonal peak demand thanks to this packaging solution.



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*This sustainable thermal integrated solution gives us a great delivery option for our product and service. It results in happy, satisfied customers.*

Eric van Noort | Owner

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## Business results

### Happy customers

Since the introduction of the Ranpak packaging solution, customer complaints were significantly reduced, compared with the chilled transport option. The products are kept cool and free from damage during transport. Moreover, the unboxing has become much more festive for customers.

### Sustainable materials

The cardboard box and Ranpak's paper are 100% sustainable, as both the cardboard and the paper are recyclable. Customers can also re-use the Recycold cool packs.

### Less storage

The on-demand system has reduced the need for warehouse space in the bakery of Taartenwinkel.nl.

### No returns stream

The recyclable packaging solution has also eliminated the returns stream altogether. This saves time and money, as the non-sustainable insulation boxes that it previously used no longer need to be cleaned and processed.



**Deliver a Better World™**

**ranpak.com** Reach us at: +31 88 255 1111 | [eu.info@ranpak.com](mailto:eu.info@ranpak.com)