

## Brian Murphy, Owner of Goodness Gardens



Goodness Gardens provides fresh herbs in convenient quantities to many retailers including Wegman's and Whole Foods. Their challenge was to find a safe and affordable way to package their herbs that would minimize environmental impacts and still provide for branding and traceability.

In working with Goodness Gardens, Kwik Lok understood that a good solution would need to help them gain efficiencies, while not losing the attractive branding opportunity or the printing capability needed for food safety regulations.

Kwik Lok introduced Goodness Gardens to the Kwik Line machine which now bunches their fresh, aromatic herbs and fastens the bunch with a closure and eye-catching label system. Kwik Lok was able to deliver and install the line during the COVID-19 pandemic when Goodness Gardens was experiencing real labor challenges. Since installation, Goodness Gardens estimates they have been able to cut the labor needed to do the bunching process by as much as 70 percent which enables them to cut costs and reassign employees to other activities.

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“Kwik Lok's Marketing team worked with us to create a label design for Wegman's Supermarket and the feedback has been positive. The Kwik Line reduces packaging materials in a cost-effective way which really helps us in reaching our environmental goals” said Brian Murphey, owner of Goodness Gardens.