



# SOLUTION FOR NOTHING BUNDT CAKES



## Thomas Printworks Ensures Quality Print, Timely Production, and Accurate Fulfillment for Nothing Bundt Cakes' Franchised Bakeries Through Visualogistix

### The Client

Nothing Bundt Cakes was founded in Las Vegas in 1997 by lifelong friends Dena Tripp and Debbie Shwetz. Today, the company has grown significantly, with over 430 bakeries operating across the United States and Canada. Known for its premium-quality bundt cakes, Nothing Bundt Cakes offers a variety of sizes and classic flavors, consistently delighting customers with their unique recipes and exceptional service. The brand has received numerous accolades, including being named a Top Franchise by Franchise Business Review and earning spots on various local and regional 'best of' lists for their delectable desserts. Their dedication to quality and customer satisfaction has solidified Nothing Bundt Cakes as a beloved and rapidly expanding franchise in the bakery industry.

### The Challenge

Nothing Bundt Cakes' Franchisee Support Team knew that they had some challenges in supporting their bakeries when it came to the production, fulfillment, and quality of their printed signage and the reliability of their print production vendors. They knew if they didn't identify the right solution quickly, they would waste valuable time going from crisis to crisis without ever solving the underlying issues. They were fearful that, in the process, they would lose credibility with their franchisees, who were becoming increasingly dissatisfied with the print procurement process.

Due to the problems with their previous print vendors, Nothing Bundt Cakes was frustrated by challenges that commonly affect many franchises. With the various vendors they had used in the past, they experienced errors in production and order fulfillment, technological barriers, difficulties in reliably onboarding new bakeries, print quality issues, and dealing with seven different account reps in a four year span, resulting in inconsistent service and pricing to the bakeries.

As a solution to these problems, they turned to Thomas Printworks.

## The Solution

Nothing Bundt Cakes sought Thomas Printworks' assistance to find a print procurement and marketing fulfillment system that could streamline their marketing efforts. They needed an easy-to-use yet powerful web-based solution to manage the ordering and fulfillment of marketing programs for their growing franchise system. Additionally, they required high-quality printing at a reasonable price to drive sales to their bakeries. Another crucial consideration was partnering with a knowledgeable, problem-solving team of forward-thinking individuals capable of finding the right solution for each unique need. Thomas Printworks, through their Visualogistix platform, delivered the solution by:

- Providing responsive service, leadership and professionalism in all communications with every member of the Nothing Bundt Cakes team—from CEO to single-unit franchisee.
- Presenting creative solutions to problems and being proactive about quality control, print production and order fulfillment.
- Going the extra mile to make sure the Nothing Bundt Cakes support team and bakeries have what they need when they need it.
- Providing an adaptable online custom portal that makes ordering simple and efficient for franchisees.
- Providing franchisees with multiple options to find the tools they need to meet their markets' needs.
- Allowing the Nothing Bundt Cakes Franchisee Support Team to focus on new directions for their print production needs instead of focusing on resolving service and production issues. Previously, their Director of Systems and Communications allocated up to 50% of his focus and energy on print fulfillment issues; now, print fulfillment is a small part of his focus because the business is being handled well by the Thomas Printworks team.

## The Results

Thanks to Thomas Printworks' solutions, Nothing Bundt Cakes now has a simpler way to ensure the high quality of their brand image is not compromised by shoddy print production, inconsistent vendors, unreliable fulfillment services, and confusing ordering systems. The Thomas Printworks Marketing Asset Management solution gives Nothing Bundt Cakes' Franchisee Support Team members complete control of their marketing content while allowing for local market customization. The flexible interface makes it easy for both Nothing Bundt Cakes' corporate marketing management and local management to get what they need when they need it in the high quality that is expected of the Nothing Bundt Cakes brand. Thanks to the Thomas Printworks solution, Nothing Bundt Cakes' Franchisee Support team members can now rest easy knowing the items their franchisees need will be delivered to their locations on time and on spec; and that Thomas Printworks will continue to provide this service as the Nothing Bundt Cakes brand grows nationwide.



**“Thomas Printworks has provided top-notch custom programming, customer service and problem-solving that delivers the options and flexibility our franchisees need and expect. We are no longer wasting valuable time and effort solving recurring problems, which enables us to better use our resources to focus on new directions for print production needs and brand growth.”**

– Allen Arnn, Director of Operations Systems and Communications

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