

# Geopak Naturally

Branded, Recyclable Cups That Saves Space & the Environment!

A new on-line cup and food retailer company takes eco-friendly products to the next level.



## BUSINESS CHALLENGE

Seeing a growing need to provide locally owned coffee shops and restaurants with alternative hot and cold cup products, Sinclair Group acquired Geopak Naturally (formally Geopak Imports) in 2013. Sales of the company were flat and many marketing, sales and operational inefficiencies were impeding its marketplace potential. Sinclair Group needed to re-tool the company and create an ecommerce and on-line experience for SMB owners who are looking for eco-friendly, organic, natural, speciality and healthier products to drive sales and customer satisfaction.

## SOLUTION

GeopakNaturally.com was launched in fall of 2014. Sinclair Group took a comprehensive approach to re-launching the company that included:

- Streamlining operations efficiencies
- Sourcing new and better quality products
- New pricing structure
- Re-branding and positioning
- Developing new CRM, web site and ecommerce platforms
- New trade sales materials

## BENEFITS & RESULTS

Since its re-launch in fall of 2014, Geopak Naturally has had steady sales growth of 15% across all product lines. Over 20 new customers have been added and we have created over 20 new and unique branded cups for coffee shops and restaurant owners around the country.