



Earl of Sandwich's Iconic Pop-Up Box Launches a Long-Lasting Strategic Partnership

Earl Enterprise operates a portfolio of restaurant brands that includes Earl of Sandwich, Bertucci's, Brio Italian Grille, and Bravo Italian Kitchen, to name a few.

The company's Vice President of Supply Chain & Strategic Projects, Michael Babin, first met the Arvco team more than ten years ago at a trade show. Michael was interested in developing a die-cut pop-up sandwich box that would be a presentation piece for branding and marketing. He spoke with Robert Ford, Arvco's Vice president, and was impressed with what he heard.

"We made a connection, and I believed what he was saying, Michael explained. "He knew his business, and he understood our business, which isn't often the same. And if he didn't know something, he asked questions. So, I would always give someone like that an opportunity instead of closing the door."

This was the first of many projects Arvco and Earl Enterprises would collaborate on. It was a tremendous success for both companies.

"At the time, no one else in the industry had a pop-up box like that with a little die cut as a presentation piece that allowed for marketing," said Michael. "We developed this pop-up box, and it took off like wildfire. To this day, we still use the same box for Earl of Sandwich. I can't tell you how often this box has been replicated by companies much larger than ours."

Michael said he continues to work with Arvco because of the team's tenacity, willingness to provide service, unyielding mindset to provide a quality product, and flexibility. "They are just good people," he said, speaking of the team. "They listen and they provide suggestions. If they can't do it, they come up with alternatives. If they really can't do it, they will be honest and say, 'We can't do this. It just isn't

in our wheelhouse.' Fortunately for us, the relationship worked, and it still works. We are continuing to develop more products in that line today."

While Earl Enterprises provides the artwork and Arvco designs the boxes, the relationship is collaborative, which is another reason it continues to grow. The relationship has expanded over the years to include packaging solutions for several Earl Enterprise Brands, including Bertucci's, Brio, Bravo, and, most recently, Burrata House. Michael values Arvco's reliability, consistency, transparent pricing, and willingness to go the extra mile. He recalls a recent instance where Arvco expedited a request, showcasing their exceptional support and ability to deliver under tight deadlines.

"We've run short from time to time and just recently, we ran into an opportunity. I called Robert, and I said, 'Is there any way you can help us get some of this expedited? We've got a problem.' He said, 'Let me check with the plant and the production schedule, and let's see if we can squeeze you in.' And it was just done. They made it work. There are not a whole lot of companies that will do that today."

When asked the greatest value he gets from the relationship, Michael responded:



Service, support, consistency, and an honorable mindset. If I'm told something, that's what it is. They stand behind it. And they honor what they say.

