

Tailored to Perform: Custom Closure Solutions Delivered at Speed

An Opportunity for Partnership

RoseBud Ice Cream came to market with a fresh take on indulgence: a premium, flexible pouch-based ice cream concept aimed at delighting consumers with both convenience and experience. As a new entrant in the frozen treat space, RoseBud needed a partner who could deliver a high-performance closure system. It had to function seamlessly across custom pouch filling lines, maintain product integrity and deliver a premium experience for the customer.



Hoffer Plastics approached this startup project with the same technical rigor and customer-first mindset it brings to every partnership. Through close collaboration with filling equipment manufacturers, material suppliers and RoseBud's internal team, Hoffer Plastics helped align every aspect of the supply chain to accelerate launch timelines and reduce risk throughout the process.

A Solution to Success

From day one, Hoffer delivered hands-on collaboration and applied engineering expertise to create a reliable, high-performance solution aligned with the customer's unique challenges.

KEY ACTIONS INCLUDED

Modification of Hoffer's existing P-22 spout and cap to fit RoseBud's unique product and filling machinery while delivering the same vital characteristics and performance.

On-site engineering support during the Factory Acceptance Testing (FAT) and Site Acceptance Testing (SAT) to ensure equipment validation and a smooth scale-up.

Quality assurance rooted in Hoffer's long-standing expertise in supplying food-grade components to major consumer brands, incorporating features like tamper evidence, easy-open functionality and precise sealing.

Even after launch, Hoffer's technical support team remained actively involved on-site, helping optimize line operation and troubleshoot in real-time.



Hoffer Plastics has been an exceptional partner from day one. Their expertise and on-site technical support during key production milestones made all the difference. Their product quality is exceptional, and the fast lead times give us peace of mind as we scale. They truly went above and beyond, helping us build a reliable foundation for growth.

Sam Rose, Founder, RoseBud Ice Cream



Results

Thanks to this close collaboration, RoseBud launched successfully with:

50,000+ units produced to date and capacity to scale with 100% of projected growth.

Parts produced in the U.S. at Hoffer's Illinois facility using domestic material sources.

Exceptional fitment quality in a 4-6-week lead time.

This experience also validated Hoffer's belief that the fastest path to market is doing things right the first time. Getting aligned early and working closely through design and technical details helped keep changes during Factory Acceptance Testing (FAT) and Site Acceptance Testing (SAT) to a minimum. This reduced rework and kept the process seamless for RoseBud.

We Go ALL IN to Help You WIN!

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