

HOW PRESSING DISPENSING CHALLENGES LEAD TO A MORE EFFECTIVE LONG-TERM PLAN

Jeff Krouk knew the excuses very well. He also knew there had to be a better option for his business and his customers.

Jeff's company, J.Crow's®, is the exclusive source for Lugol's Solution of Iodine. The origins of this well-known traditional chemical mixture go back to 1829. In the last century, the health values of iodine were championed by Dr. D.C. Jarvis.



Dr. D.C. Jarvis was a strong proponent of folk medicine and iodine

J.Crow's customers appreciate this history and the uncompromising quality of Lugol's Solution. Their time-honored trust is the foundation of Jeff's business. Naturally, he takes extreme care to protect that bond and ensure that his products maintain high quality standards.

Jeff also understands that his packaging and dispensing choices represent his company to his customers. He knows that every interaction with his packaging holds the opportunity to please those customers or potentially harm that important relationship.

Not long ago, Jeff was facing a difficult decision. The critical tamper evident caps that his supplier provided were not performing. "I tried a number of different ones," said Jeff. "They either worked some of the time, didn't work well, or simply did not work at all. I didn't want to hear excuses because my customers depend on me."

"I had a lot of issues with tamper-evident designs that were really not effective," Jeff explained. "Our Lugol's Solution contains iodine, which has some very unique characteristics. Unless you have the right cap, it's going to leak. That's not acceptable to me or my customers."

It was clearly time for a change, but where to begin? Jeff was understandably cautious. He didn't want to take risks with his business or his customers' bond to J.Crow's.

J.CROW'S®
MARKETPLACE

About J.Crow Company

History

J.Crow Company was started in 1975. Jeff Krouk runs the firm out of New Ipswich, New Hampshire. The company does business through J.Crow's® Marketplace, which is the exclusive source for Lugol's Solution of Iodine.



Mr. Jeff Krouk

Industries

Folk Medicine, Essential Oils, Wellness

Products

- 30ml and 60ml amber dropper bottles
- Tamper-evident dropper pipettes

Objectives

- + Improve performance of tamper-evident caps
- + Increase overall quality of packaging
- + Ensure enough bottles and pipettes are available to support business growth



“I didn’t want a hard sell. I wanted someone who understood my needs.”

Jeff researched his packaging and dispensing options online. There were multiple suppliers, but he wasn’t looking for merely bottles or caps. Instead, Jeff wanted to find people who would listen, consult with him and find a better option for his customers.

“I didn’t want a hard sell,” Jeff recalled. “I wanted someone who understood my needs.”

That search lead Jeff to Carow Packaging and the man he calls, “The other Jeff,” Jeff Washbourne.

“Jeff Washbourne is a very good salesperson. He’s not pushy. Instead, it’s always a, “How can I help you?,” kind of discussion.”

“Jeff Krouk is a smart man and he knew there were better dispensing options,” said Jeff Washbourne of Carow Packaging. “The first time we talked, I knew we could help.”

In order to pinpoint the issues, Jeff Krouk sent his bottle and ineffective tamper-evident cap to Carow Packaging for an assessment. The response surprised him.



“The samples were better than anything else I had been using.”

Jeff received a number of different samples from Carow Packaging that were selected to remedy the issues of his current packaging.

“Carow sent me several samples. The samples were better than anything else I had been using. The tamper-evident design was superior. That’s vital because of the unique characteristics of iodine and the need to prevent leaking.”

“The lines of supply are superior.”

Better samples were a promising start, but the real challenge would come in delivering consistent quality and ample lead times for J.Crow’s packaging.

“With Carow, the lines of supply are superior. They have a good place to assemble the pipette and the rubber top is of a better quality than another manufacturer that I was dealing with for many years,” Jeff explained.

“The cap uses a nice plastic piece that has a newer tamper-evident design, so that was great. I was just relieved that Jeff at Carow was able to put together this dropper assembly for us. It’s better for our customers.”

“We have a planning relationship, which is what I like.”

The bottom line for J.Crow’s is clear: “Carow is helping my business grow,” affirmed Jeff. “They’re anticipating my needs with my purchase order, and preparing when there’s growth coming. They’ve been helpful in making sure they have the glass that I need. We have a planning relationship, which is what I like.”

“Together, we’re looking ahead, based on what my anticipated use might be so they can ship it to me. I’m not hearing, ‘We’re waiting for the boat to get unloaded.’ Today there are no more worries about product quality, and I’m better prepared to serve my customers.”

COMPLIMENTARY SOLUTION KIT

It’s time to enhance your dispensing quality, safety and customer experience. It all starts with our complimentary solution kit.

Contact Carow Packaging today to request your free kit at sales@carowpackaging.com or 815.455.4600.

See, touch and compare the difference for yourself.



GET YOUR COMPLIMENTARY SOLUTION KIT

Contact Carow Packaging at sales@carowpackaging.com or call 815.455.4600