

# ALANI FOUND VERST TO BE THE ENERGY BEHIND ITS ENERGY DRINKS

## SITUATION:

Alani was experiencing swift and unprecedented demand for its female-focused energy drinks. While sales growth is always welcome, it also presents some challenges. As Alani attempted to fulfill orders on its own, it fell behind and realized that the company needed a partner to help it meet urgent demands.

Through an industry connection, Alani contacted the Verst Packaging Division to assist with sleeving and bundle wrapping.



**LOCATION:** Hebron, Kentucky  
400,000 sq foot Packaging Facility  
**INDUSTRY:** Beverage

## VERST IMPLEMENTATION:

### SOLUTION:

With the ability to run multiple lines, Verst optimized sleeve production for all six Alani flavors and delivered superior output as compared to all other facilities. From there, Verst was called upon to bundle wrap 12 packs and delivered those with utmost expedience and quality control.

Proving to be a reliable resource, Alani tapped Verst to develop a bundle-wrapping process for 18-count variety packs using full graphics bundle film. Through flexibility and experience, Verst devised a workable solution to accommodate that request and got the 18-count variety packs into the market.



### OUTCOME:

After accelerating shrink sleeve and fashioning custom bundling solutions, Verst was also chosen to expand Alani's warehouse storage for brine and filled cans for its energy and seltzer beverages.

Product has to reach its destination, right? Well, on that front, Alani entrusted its product transportation to Verst. Verst now transports 18-count packs to Sam's Club and other bundle packs to various customer distribution centers around the United States.

What started out as a need for shrink sleeves has turned into a turnkey partnership that includes packaging, warehousing and transportation.

*"Verst provided the expertise, capacity and scale we needed to get our high-demand beverages to market. We were so impressed we consulted with our team about additional services. Once again, Verst came through with even more packaging solutions along with decades of experience in warehousing and transportation. Simply put, Verst provides the entire turnkey operation that we need."*  
Max Clemons, Alani Owner