



**2010 Winter Summit
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Dave Van Laar, Oak State Products

Oak State

**Baking Solutions
Through Innovation**



Oak State History

- Located in Wenona, Illinois
- Founded as a Branded Franchise for Illinois
- Family Owned Over 50 Years
- Saw Limited Growth Potential In the Franchise
- Began Contract Manufacturing During 1990's
- Grown to Over 200,000 sq.ft. Facility
- Employs 350 People



Oak State Products

- Wire Cut
- Rotary
- Bars
- Cookie Sticks
- Muffin Tops
- Chocolate Enrobed
- Sandwiched

Oak State Capacity

- 4 - Indirect Fired Gas Ovens 170' – 200'
- Extended Cooling with Spirals
- Total 80 Million Pound Capacity
- Single Serve Packaging
- Tray Overwrap and Tray In Carton
- Continued Automation

Oak State Customers

- Sales & Marketing Companies
- Bakers with Capacity Needs
- Bakers with Emergency Needs
- New Product Introductions
- Companies Lacking Expertise
- Unique Situations

Oak State Expertise

- Research & Development
- Quality Systems
- Environmental Sustainability
- Individual Packaging
- Shelf Life Extender
- The Team

Oak State Advantage

- Presenting New Product Ideas
- Researching Technology
- Developing Products on the Bench
- Sourcing Equipment
- Executing Products on the Line
- Continuous Improvement

The Industry

- What Happened to Customer Service?
 - Consolidation
 - Cost Cutting
 - Training Issues
- What Is the Cost of Customer Service?
 - Incalculable
 - People
 - Reversible

Oak State Projects

- Delivering Projects With Limited Internal Resources
- How Is It Possible?

Partnerships

Oak State Projects

- Vendor Partnering
 - Depending Upon Developed Relationships
 - Getting Early Vendor Involvement
 - Presenting the Entire Challenge to the Vendor
 - Not Having Pre-Disposed Solutions
 - Considering All Variables & Possibilities
 - Clearly Agreeing Upon Expectations – IN WRITING
 - COMMUNICATION

*In the Final Analysis
Your Company Is Only
As Good As the People
Who Represent It*

**How Are Your
Relationships ?**