



CUSTOMER SPOTLIGHT



The f'real Story

Told by Will Hartley from f'real

Will Hartley and f'real believe in the power of the milkshake; that inside each cup is enough pure, freshly-blended happiness to make the entire world smile. The f'real blender allows consumers to tailor their frozen drink to their liking. A retailer's dream, the f'real blender power cleans itself after each use.

Why did f'real make the switch to work with Fabri-Kal?

Prior to teaming up with Fabri-Kal, f'real worked with another supplier who wasn't in tune with f'real's needs. However, we were extremely impressed by Fabri-Kal's attention to detail and group effort from their quality, development and sales teams. It has truly been a collaborative effort, from which we developed an innovative cup design able to withstand f'real's milkshake blending machines.

What makes the f'real cup different?

Our cups are made from high impact polystyrene (HIPS) which is a key component since the material has to withstand freezing temperatures and Fabri-Kal's cups are made to withstand the machines. The bottom of the cup actually has a design that works with the blades - a portion of the blender holds the bottom of the cup while the blade penetrates through the top to mix the contents.

How exactly have Fabri-Kal's cups met f'real's needs?

The process was a collaborative effort by Fabri-Kal and f'real to create the ideal product. Fabri-Kal took the time to meet with us in person to design and develop the perfect f'real cup tailored to fit our very specific needs. Fabri-Kal's insights, expertise and practical innovation made f'real's vision come to life.

