

Press release: (4 min read)

U.S. west coast hot-holding receives major boost with new rep partnership

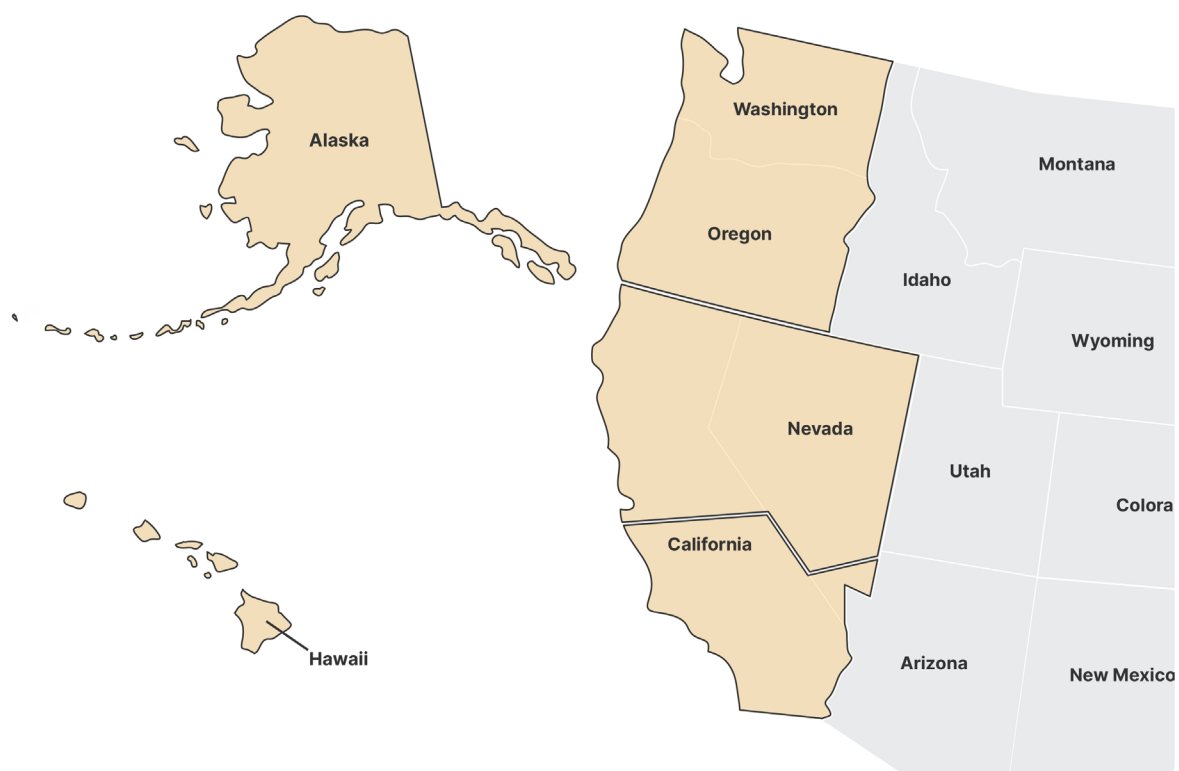
Flexeserve will now be represented by Access Partners to offer revolutionary hot-holding products and services to key U.S. states.

As part of their ongoing mission to redefine food-to-go across the whole of the Americas, Flexeserve has teamed up with leading independent commercial sales resource, Access Partners.

Introducing Access Partners – leading west coast reps

Established over 50 years ago, Access Partners has grown to become one of the west coast's top agencies. Specialising in three verticals – janitorial industries, the non-foods segment of foodservice, and equipment and supplies – meant partnering with Flexeserve made perfect sense.

"We've felt that our wide foodservice experience would benefit Flexeserve for a long time," Access Partners' Divisional President – Equipment & Supplies, Tom Bartell stated. "With four of our nine offices nearby to support them, complete with test kitchens and ventless technology, our teams can provide the true, game-changing service Flexeserve customers have come to rely on."



Access Partners' territories include California, Nevada, Oregon, Washington, Alaska and Hawaii

Following a recent acquisition of Integra, Access Partners now offers representation across a huge scope of the west coast. This includes the entirety of California, Nevada, Oregon and Washington – just to name a few of their top territories.

“We’ve found that customers across all regions are looking to improve the quality of their foodservice operations,” Tom continued. “Thanks to Flexeserve, they can now look forward to using unmatched technology and experiencing true hot-holding for the first time.”

Flexeserve’s unique technology is a considerable reason for their success. They utilize their patented 3D convection system, which has surpassed traditional methods that continue to cook food. With Flexeserve’s technology, any food item can hold its just-cooked moisture, texture and vibrancy, resulting in extended product shelf lives, enhanced variety and impressively high food quality.

When asked about their unique system, Flexeserve Inc. President, Dave Hinton commented, “Our innovative technology is the envy of the industry. Our research has shown that our competitors can see a 50% loss of food quality in under 90 mins and a loss of up to 90% in 120 mins. However, food within a Flexeserve unit has shown to hold its superior quality for **well over four hours.**”



Supercharging food-to-go with ideal packaging solutions

It’s not only Flexeserve’s technology that keeps them industry leading, however. Their meticulous attention to detail, particularly regarding the packaging of their hot-held products, remains second to none. Combine this outlook with Access Partners’ depth of knowledge and experience in all manner of packaging, and you have a relationship that can truly achieve incredible results.

“From hot food containers to sustainable cutlery, insulated cups and everything in between – there isn’t a single high-quality packaging solution we can’t offer Flexeserve,” Tom Bartell continued. “Access Partners has been at the center of these innovations since the 1970s, so our team know exactly what can help them on their mission to redefine food-to-go.”



Flexeserve and Access Partners can find sustainable and high-quality packaging for any food item

Packaging remains a vital element of the hot-holding process. If the packaging cannot create the necessary microclimate for its food item – even with the perfect cook process and hot-holding equipment in place – the quality of the item will deteriorate rapidly.

However, the team at Flexeserve has found customers are already seeing the benefits of a full and comprehensive hot-holding program that meets their keen attention to detail.

Dave Hinton stated, “Thanks to our rigorously high standards across everything we do, our customers find that choosing Flexeserve’s products and services results in incredible achievements.

“Customers have cited 50% reductions in complaints, 100% increases in food shelf lives and up to 248% in increased revenue. The importance of the packaging used to enable these results, alongside the cook process and Flexeserve technology, cannot be overstated.”

Meeting the needs of the industry ethically and responsibly

Flexeserve will soon be testing Access Partners’ new packaging innovations at the hot-holding experts’ state-of-the-art HQ and Culinary Support Center in Southlake, Dallas, TX. There, the team will be ensuring every option is both fit for purpose and meets their sustainability goals.



Flexeserve's U.S. HQ and CSC in Southlake, Dallas, TX.

"While being able to deliver the quality of food and packaging that our customers expect is essential to our goals, we cannot ignore our responsibility to the environment at the same time," Dave Hinton continued.

"We are striving to ensure that all packaging utilized in Flexeserve units can be recycled and disposed of ethically. This is part of our core values, ones we share with Access Partners, and a big reason why this relationship will be immensely successful."

Both Flexeserve and Access Partners have undergone significant expansion over the last several years. Because of this, they share a common desire to apply a positive and inclusive working culture that can be felt by every team member.

"Knowing that Flexeserve aligns with the values and principles of Access Partners really solidified our relationship," Tom Bartell concluded. "They are not just passionate about manufacturing industry-leading hot-holding products, they go above and beyond to deliver an exceptional service that is full of enthusiasm, dedication and care."

For more information, visit www.flexeserve.com.