



FROM MOLD TO MARKET: PLACON SPEEDS UP SALES VELOCITY

WITH PRICING ENGINE POWERED BY FOREFRONT, SALESFORCE CPQ, AND LOGIK.AI

Overview

Placon, a leading manufacturer of custom plastic packaging, wanted to eliminate inefficiencies in their sales process. Quoting was time-consuming, fragmented, and dependent on spreadsheets. The company partnered with ForeFront to implement Salesforce CPQ and Logik.ai, building an integrated system to modernize custom and stock product quoting from the ground up.

Challenge

Placon needed to modernize and automate its quoting operations to support continued growth. The manual, spreadsheet-based process slowed down sales, introduced pricing inconsistencies, and made collaboration across teams difficult. The company sought an integrated solution that could support both stock and highly customized and complex product quoting.

Solution

ForeFront brought CPQ expertise and a strong track record in packaging manufacturing to guide Placon's quoting transformation. We created a scalable, Salesforce-native solution tailored to both standard and custom product needs. **Salesforce CPQ** was implemented to centralize quoting and **Advanced Approvals** were integrated for structured, rules-based pricing workflows. Placon's **Partner Community** was expanded to give sales reps a self-service portal. A **Logik.ai** integration enabled accurate, scalable, and dynamic configurations for complex packaging configurations.

This unified approach improved speed, accuracy, and visibility – eliminating manual errors, accelerating approvals, and reducing internal back-and-forth.



Size of Global Packaging Market:
\$1+ Trillion



Outcome

Placon has a streamlined quoting system that supports standard and custom packaging. Sales reps can generate quotes quickly and accurately, track approvals in real time, and spend less time chasing internal teams. Operations has full visibility into quoting activity, and pricing consistency is no longer a challenge.

ForeFront delivers powerful CPQ solutions that help manufacturers modernize complex sales operations, reduce manual effort, and accelerate growth.

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732.212.0800 | forefrontcorp.com



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