

A close-up photograph of several round, golden-brown loaves of Heidelberg bread resting on a metal cooling rack. The bread has a thick, crusty exterior and a soft, porous interior.

# A RECIPE FOR SUCCESS IN CENTRAL NEW YORK.

SEE HOW NORTHLAND ALLOWS HEIDELBERG BREAD TO **STAY CONNECTED.**

Heidelberg Bread Company has been a staple in the local CNY community for over 30 years. You can find Heidelberg products in bakeries, grocery stores, restaurants and more across the state. Until the summer of 2016, manufacturing took place at their small cafe in Herkimer, NY.

It was time for a change. **A big change.**

## Rising and Expanding With Northland

Enter: Frankfort 5S Business Park, otherwise known as the “Pumpkin Patch”, on Route 5S in Frankfort, NY - across from the Herkimer County Fairgrounds. Heidelberg invested in a 28,800-square-foot manufacturing plant to take the company to the next level. Kevin Phillips, project manager for Heidelberg, was tasked with overseeing the construction and transition.

“We knew that when we moved into this facility there was going to be no return back to the Herkimer facility. It had to be done right,” he said. In order for the move to be effective, Heidelberg needed a reliable communications provider. Before the move from the Herkimer cafe, Phillips said they experienced troubling telecom issues with their national provider.

“There were certain days when our Internet was down all day long. We would send the staff in the office home because there wasn’t anything for them to work on when the Internet was down. There were definitely issues with connectivity,” Phillips said.

They made the switch to Northland’s fiber solution, ensuring an upgrade in quality and service for the new location, and a positive impact on Heidelberg’s bottom line.

“Northland definitely has contributed to our expansion. Going forward, the reliability of our telecommunications network is going to be vitally important. As our company grows, it becomes more and more important to be connected.”

## Multiple Locations? No Problem

The cafe serves breakfast and lunch to its loyal customers daily. It also still contains offices that are crucial to Heidelberg's ability to service orders, receive customer inquiries and more. "We don't ever plan on moving or closing the Herkimer café location so there must be an effective line of communication between the two locations," Phillips proudly said.

"As far as reliability, we haven't had any trouble at all. We have the connectivity and the speed that we need. It was important for us to use the same company in both locations so there was connectivity between our plants; this way we would have one company to fall back on."

The manufacturing and baking equipment in the Frankfort plant is high-tech and needs a stable connection to function properly. Heidelberg is always expanding with their artisan-style European breads, so when programming updates are made from the equipment manufacturers overseas, the upload and download speeds need to be fast.



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## LOCAL PRESENCE. INCREDIBLE SERVICE.

"We were excited that Northland is a local company right in our area; they have local roots with local employees. That was very important to us when choosing a vendor because everything that we've built here has been local," Phillips said.

Kevin was quick to point out, however, that being local wasn't the only reason Heidelberg chose Northland. "Customers don't purchase their bread because it's local - they buy it because they like it! The same goes with Northland", Phillips said. Northland has outperformed their previous national carrier, and being local is an added benefit.

"With Northland, I know exactly who I'm calling. I can name five people throughout the company right off the top of my head," he said.

During a power outage, Phillips was pleased to receive a phone call from Northland because they had received a commercial power fail signal. Although the outage was due to the weather, Northland offered to help in any way possible.

"It's just nice to know that Northland Communications is keeping an eye on our factory and the connectivity after hours. When I go to sleep at night, I feel good about the fact that if I have to call someone from Northland, I can get them on the phone. They care about our company."



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— Kevin Phillips,  
Project Manager  
Heidelberg



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