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Wholesale Sugar Flowers acquires cake packaging brand OLBAA

08 January 2025 | News

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Wholesale Sugar Flowers, a leading provider of high-quality sugar flowers, toppings, and decorating supplies, announced the acquisition of OLBAA, a renowned brand specialising in exquisite cake packaging solutions.

This strategic acquisition will expand Wholesale Sugar Flowers' product offerings, providing customers with a comprehensive suite of premium cake decorating essentials. OLBAA's elegant packaging options will perfectly complement Wholesale Sugar Flowers' existing portfolio of products.

"We are thrilled to welcome OLBAA to the Wholesale Sugar Flowers family," said Keera Brooks CEO, of Wholesale Sugar Flowers. "OLBAA's commitment to quality, sustainability, and design perfectly aligns with our values. This acquisition will allow us to better serve our customers by offering a complete and integrated solution for their cake decorating needs."

By combining operations, WSF anticipates achieving cost synergies and expanded distribution translating to lower prices for all customers. OLBAA's existing customers can expect continued access to the same high-quality products and exceptional customer service they have come to rely on.

"We are excited that Wholesale Sugar Flowers sought our brand as a key complement to their portfolio," said Haf Saba, Co-Founder, OLBAA. "This acquisition will enable further development and expansion of the OLBAA brand while continuing to offer our customers the finest cake packaging solutions available."