

**THE KEY TO JONES-LAFFIN  
AND PDI'S 25 YEARS OF  
PARTNERSHIP IN INNOVATION?**

**IN A WORD, TRUST.**



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**Since the early 90s, Jones-Laffin has trusted PDI as a key partner in the development of proprietary ingredient and equipment configuration.**

Spanning two decades, PDI has also consulted on parts design and fabrication, procedure development, plant trial design and process validation. Because of the proprietary nature of the work, Joe Laffin, Founder, says being able to trust the team at PDI has been the single most valuable aspect of the partnership.



**Beyond the trust, Jones-Laffin values the unprecedented amount of industry experience and knowledge the PDI team brings to the table.**

Jones-Laffin founder Joe Laffin met Jack Parker – founder of PDI – when their respective employers developed an initial partnership. Eventually both men moved on from their respective roles, with Jack launching the PDI consultancy and Joe focusing moving to a consulting role in a specialty foods company, but continued to work together. When Joe launched his own company with partner Alvin Jones in 2012, it was clear the tradition would endure – with nearly 30 years of partnership under their belt, Joe knew he'd the PDI team on board.

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During its infancy, Jones-Laffin entered a partnership with the USDA to work on several processes and patents. Joe knew he needed a trustworthy and experienced partner to navigate the projects, and hired PDI to help test and validate the processes it was developing.

“These were proprietary pieces of equipment, we had to have them under lock and key,” explains Joe, reflecting on the vitality of confidentiality between the companies.

Beyond the trust, Jones-Laffin values the unprecedented amount of industry experience and knowledge the PDI team brings to the table. “Whether it’s the latest developments in food safety and product development, right on through to quality control issues, they’re well versed in a huge variety of categories,” Joe says.

It’s a relationship that’s evolved through the years to be an almost reflexive expression of cooperation; Joe says he can’t imagine making certain decisions without PDI’s consultation.

“I can run anything by them with complete trust,” Joe says, “they bring us the latest intelligence of what’s going on in the industry in a variety of categories. Some people are good with ingredients, others with safe quality processes; with PDI, we have it all in one place.”

“It’s hard to find partners who are this versatile. They’re like my Encyclopedia Britannica.”

Ultimately, Joe credits the combination of uncompromised trust and true expertise as the reason for the partnership’s lasting success. “It’s always a pleasure to have someone you have explicit trust in. A lot of the work you’re trying to do in this industry is protecting intellectual property, and having this long relationship made that easy, simply because of the way they conduct business.

“I’ve told several clients and friends in the industry about PDI. After working with them, they always come back and tell me what a difference it made to have PDI on board. They always make me look good.”