



Industry: Food Manufacturing

# North America's Premium Wholesale Dessert Supplier Uses weavix to Drive Safety, Quality, and Efficiency

Dessert Holdings is the premier dessert manufacturer in North America. They bake and create incredibly delicious goods to distribute across the country. And to do that as effectively and safely as possible, they rely on the weavix platform and Walt Smart Radio. Laken Grimes, Operations Manager for Dessert Holdings, reached out to weavix to see how he could use the latest in communication tech to transform how his facility runs.

Dessert Holdings implements AI-Powered Language Translation on the Walt Smart Radio to streamline the dessert industry.



**Laken Grimes**  
Operations Manager, Atlanta, GA

## What We Found

Over 75% of messages are translated for their diverse workforce—enabling thousands of seamless interactions and real-time coordination. Here's how weavix® supports Dessert Holdings every day.



OVER  
**86k**

Push-to-Talk messages  
for 3 months



**136**

Pictures sent between  
May and August



**29**

Pages initiated:  
3-month total



**68,206**

Translated push-to-talk  
messages from May to August

# What **success** means for Dessert Holdings and how weavix **solves it.**

As a premier food manufacturer with nine facilities across North America and over 3,000 employees, Dessert Holdings needed a communication solution as dynamic and diverse as its workforce. At their Humble, Texas location, weavix® met that challenge—enhancing safety protocols, increasing operational efficiency, and enabling real-time multilingual communication. With safety and translated communication as primary use cases, the platform has become a vital part of their daily operations and workforce coordination.

## The Situation

Dessert Holdings and Laken Grimes turned to weavix® to modernize communication and support key goals around safety, food quality, and operational efficiency. They needed a solution that could enhance coordination, improve accountability, and keep teams aligned—across every shift and department. weavix® delivered exactly that.

“Our big KPIs are safety. We have to have a safe work safety record. The second is food quality. So a plant that has zero injuries and no food safety complaints or issues. Beyond that, operational efficiencies. Staying on schedule, correct tag counts and run rates for each line.”

– Laken Grimes, Operations Manager, Atlanta, GA



He also realized that his current radios and form of communication were lacking, and he needed a modern solution to keep workers connected and safe.

“The radios we had before weavix, just the standard Motorola, we had a lot of spots within the bakery that if you called on the radio, it would click and beep and make noise when I called out, so I’m assuming it’s working, but the other people wouldn’t hear it. So you’re sitting there assuming somebody’s hearing your call, but they’re not, so there’s a safety concern there. So we needed to find a better solution.”

– Laken Grimes, Operations Manager, Atlanta, GA



# The Solution

Mr. Grimes quickly realized how the translation feature on the Walt Smart Radio could transform business. He also realized the inefficiency of all the time and money wasted on dumb radios, and how the weavix platform could help solve every single one of them.

## Translation

"If you were primarily a Spanish-speaking employee before, you had to go flag someone down to get work done. Now, it's very convenient for the team. For example, they can snap a picture, drop in a note, and send it to the maintenance team, and it catches a thread of information. Maintenance can say they've got it. Time is money for us on the floor. I don't want someone to have to flag someone down to get something done."

## Legacy Radio Maintenance and Cost

"Another focus was the time it took to replace our old radios. If one goes bad, it might be months before we could get a replacement radio or part, and the price was extremely high. So it was an old system that wasn't giving us a lot of benefits. We spent a lot of money replacing parts and Motorola radios."

## Future Potential

"With forms, I think there's a huge potential for us to save time and paper printing report forms. It's just the ease of use and simplicity of something like forklift inspection going on a radio form as opposed to going to a computer, printing a form, and finding a pen. That will be pretty helpful for us."

## Finding Value in weavix Pricing

"With our managed service plan, weCare, weavix offers coverage assurance to all devices implemented on the frontline. Every Walt is protected at no additional cost to the company for their maintenance and replacements."

All quotes by Laken Grimes, Operations Manager, Atlanta, GA

## Why Dessert Holdings Chooses weavix

Mr. Grimes came to weavix for the capabilities in translation, efficiency, safety, and simplified cost. But what he really discovered is the benefit of working with a team that is responsive and cares about their customers, always striving to improve and make the customer experience better every day.

"I've worked in a lot of baking facilities and led many tech rollouts, but my experience with weavix—from first learning about it to full implementation—has been the smoothest and most enjoyable by far. The customer support was fast and responsive, making the entire process feel seamless compared to other projects I've managed."

— Laken Grimes, Operations Manager, Atlanta, GA



## Simple, Safe and Smart for Your Frontline Workforce.

You've seen how weavix empowered one of North America's leading premium dessert manufacturers—now imagine the impact it could have on your workforce.

Don't miss out, let's talk [hello@weavix.com](mailto:hello@weavix.com)