



Incorporating a risk management strategy for business opportunities with Linnea's

Company: **Linnea's Candy Supplies, Inc.**

Trade sector: **Wholesale Distribution**

Market: **North America & Canada**

Holly DeLaney, Secretary and Treasurer for Linnea's Cake and Candy Supplies, Incorporated in Brimfield, Ohio, explains how Atradius Trade Credit Insurance has safeguarded their business for generations to come.

Founded in 1968, Linnea's Candy Supplies, Inc. is a family-owned, multi-generational company. Linnea initially began by making and selling candies before responding to growing requests for supplies. By the late 1970s, Linnea's had opened its first warehouse in Ohio, followed by a second location in San Bernardino, California, in

1987. Today, the company has expanded globally, adding another location in Brimfield Township, Ohio. Proud of its roots, Linnea's is committed to providing some of the best chocolate candy in the U.S., along with a comprehensive range of baking, candy-making, and cake-decorating supplies and accessories.

Our Role

Atradius collaborates closely with Linnea's to mitigate customer credit risk, increase new business deals and improve credit management processes. This includes:

- The quick approval of new customers, offering the added comfort of knowing someone is looking out for their best interests and monitoring their customers.
- Credit alerts that provide rapid insight into a potential new customer's creditworthiness.
- Coverage of their large client accounts against non-payment risks.

With Atradius trade credit insurance, we rest assured that our long-time customers are protected, as we secure new opportunities that are best for the future of their business and ours. We can sleep at night knowing we have security and can instantly approve or not approve orders without hassle.

Holly DeLaney
Secretary & Treasurer,
Linnea's Candy
Supplies, Inc.



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- A dedicated service representative to help integrate their credit insurance policy into their financial processes, especially since this was their first time utilizing external insurance coverage services.
- Ensured ongoing seamless management of insured receivables and claims processing



Results

As Linnea's business growth began to exceed their capacity to cover valuable assets in-house, they realized the need for additional assurance to protect their expanding client base. As a family-owned business, they sought the security of knowing their two-generation legacy was protected. With their business expanding, Linnea's wanted to ensure that new suppliers were secured without compromising existing business relationships. To mitigate these risks, secure cash flow, and create opportunities for collaboration with new suppliers to support their expansion, they opted to invest in credit insurance.



About Linnea's Candy Supplies, Inc.

Linnea's is committed to providing some of the best chocolate, baking supplies, candy making supplies, cake decorating supplies and accessories available anywhere in the United States! Our family owned business is here to help you.

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Contact us
atradius.us

Atradius Trade Credit Insurance, Inc.
211 Schilling Circle, Ste. 200
Hunt Valley, MD 21031
United States

Tel. +1 800-822-3223

info.us@atradius.com
www.atradius.us