



CASE STUDY

Rush-Service Option, Reliable Communication Key for Cannabis-Infused Gummy Manufacturer Snoozy

New York-Based Company Credits Certified Group Companies for Supporting Growth

Snoozy, a New York-based company manufacturing hemp-derived, cannabis-infused gummies for sleep improvement, stress reduction, and other benefits, has built its brand on transparency, quality, and safety. Although their manufacturing partner conducts in-house testing, Snoozy randomly samples their products for full-panel testing, including potency, pesticides, mycotoxins, heavy metals, and other analytes. They post their Certificates of Analysis (COAs) on their website so consumers can cross-reference them with the batch identification on their product and know exactly what they are consuming.

This commitment to transparency and safety requires accurate, full-panel testing results with fast turnaround times to maintain inventory levels and meet consumer demand. “We don’t put anything into inventory until we have assurance of the product’s safety,” said Snoozy Cofounder Chris Abbenda. With other testing labs, they have sometimes struggled with inconsistent testing and delays that took weeks, hampering their operations.

Everything changed after working with Certified Group companies, first with Labstat and now with Certified Laboratories. The rush-service option has been especially useful. “On more than one occasion, we’ve been strapped for inventory and needed results quickly to release product and replenish supply,” said Abbenda. The lab consistently delivered fast results, and direct communication with the lab manager, the ease of use of the online portal for accessing COAs, and the quality of reporting have all helped Snoozy improve business operations. In one instance, the lab modified the COA to display cannabinoid concentration in a way that corresponded to the size of the gummy, helping consumers better understand the product.

“If you’re looking for a reliable lab that has sufficient testing capability, you can trust Certified Group,” said Abbenda.

CHALLENGE

Maintain sufficient product inventory to support 400 retail stores and growing e-commerce platform.

DIFFICULTIES

Obtain accurate full-panel hemp testing results with fast turnaround time.

SOLUTION

Certified Group companies provided rush service, reliable communication, and easy-to-read COAs.

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