

Packaging Trends

& A P P L I C A T I O N S

Your *First Call* For Protective Packaging Solutions

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Custom Packaging Gives Joret its Niche in Coils

Creating a highly customized packaging system often requires using components from outside suppliers. If there is a problem with a vendor-supplied part, it reflects poorly on packagers because their name is associated with the end product. The result is damage and spoilage for customers' products, and tarnished reputations for packagers.

This was the issue facing Joret Enterprises, an industrial packaging job shop based in Birmingham, Ohio, that works directly with end users as well as distributors of industrial packaging.

The major difficulties Joret encountered were delamination and size and caliper inconsistency of the laminated edge-protection product it had been using in its custom-engineered packaging systems for steel and aluminum coils.

"Edge protection board is a key component of the overall packaging system we engineer for our customers' coiled products," explained John Korhel, Jr., vice president of marketing and product development for Joret. "As significant as it is to the structural integrity of the package, if it fails, then the entire system fails."

Joret's packaging systems are fitted to the coils with a combination of machine and handwork. The coils most often are shipped on wood cradles, with both horizontal and

vertical axis placement depending on product size. The coils run from 36 inches to 60 inches in diameter, with the inside diameter ranging from 20 inches to 24 inches.

Developing a customized package, even for something as large and heavy as coiled steel and aluminum, requires that size and caliper specifications of the edge-protection product be consistent with the original engineering.

"If the measurements go beyond the designed tolerances, then there's an increased risk of product damage and spoilage," Korhel notes. "And that's counter to the customer's desire for a specialized packaging system and the increased protection it affords."

To solve its problem, Joret switched to Laminations' FlexBoard® and VBoard® paperboard edge protectors. The move has given the packager the flexibility to deliver the right packaging solution regardless of the situation.

Joret uses a custom combination of FlexBoard and VBoard to protect its coils.

Joret uses FlexBoard to protect the coil eye and the outside edge of the coil, and VBoard to protect against strapping abrasion. Size and caliper configurations are based on the type of coiled material being shipped as well as damage that might result during shipping and from handling equipment such as cranes.

(story continued inside)

Bottom Line Success

Historically, Laminations has been very flexible in response to changing market conditions and technological innovations. Emerging trends have dictated many of our product and process improvements.

As landfill and pollution concerns continue to rise, the environmental consciousness of consumers and business leaders alike continues to grow. More demands are made of companies to adopt environmentally friendly policies and procedures. These demands filter through the supply chain.

At Laminations, we believe in the positive benefits of environmentally friendly decision making. There is a strong relationship between proactive environmentally sound initiatives and the bottom-line success of a business. Positive changes in environmental policies often translate into great growth opportunities and sustainable long-term solutions. Not only do these changes affect the progress of a business, they also contribute to the environmental and social well-being of our communities.

Many of our customers have voiced their support for environmentally sound practices. Innovative business leaders are now requiring suppliers to conform to strict environmental policies. Our recent certification in the environmental program of an international electronics manufacturer is one more way Laminations demonstrates our commitment to meeting the business needs of our customers while strengthening our environmental policies.

In addition to supporting environmentally friendly practices, Laminations manufactures all paperboard packaging products from recycled fiber, approximately 80 percent of which is post-consumer waste. All our products are 100 percent recyclable and in some cases can be used more than once. Plus, by providing maximum protection with a minimum amount of material, VBoard® products are a natural choice for source reduction.

Environmentally friendly decision making is at the foundation of environmental responsibility and ethical business practices. And it simply makes good sense. As Laminations continues to grow and innovate, we remain committed to making our products good for the environment and good for business.

Sincerely,



Gary N. Hietpas
Vice President, Marketing & Sales



Custom Packaging... cont.

"But no matter how we use the FlexBoard and VBoard, we trust their integrity, and that gives us one less variable to have to worry about," says Korhel. "And because of its various performance properties, we've been able to come up with a lot of different ideas on how we can use FlexBoard, which is especially helpful for our customers whose primary product is round or cylindrical."

While a stock part will undoubtedly be less expensive in the short-term, if it requires rework during application and assembly to make it fit properly, that adds labor costs and raises the likelihood of performance issues because the part isn't a perfect fit. All of this reduces the level of protection.

"Off-the-shelf products simply will not provide the level of protection that's needed," Korhel said. "We ask the customer to look at the big picture, the total value provided by the packaging system."

For Joret, it comes down to solving a problem by developing a packaging system that performs the way it is designed to because of the integrity of its components.

"And that in itself adds value to the end product," Korhel notes. "Laminations has always been very responsive. The level of customer service is great." And if there are any difficulties, Korhel points out that Linda Mueller, Laminations' inside sales rep on the account, "takes care of everything."

Great customer service, competitive pricing and great products. For Joret and Laminations, it truly is a case of the whole being greater than the sum of the parts.

Taking Environmental Action

As part of its ongoing commitment to environmentally friendly business practices, Laminations recently achieved certification in a designated environmental quality approval program for a major international electronics manufacturer. The manufacturer, which is on the FORTUNE Global 500 list of the world's largest corporations, introduced this program as part of its initiative to enhance and maintain the environmental safety and quality of all components and materials used in creating, packaging and distributing its products.

To achieve certification, Laminations was required to successfully implement an environmental management system that met a series of requirements for environment-related substances in parts and materials. In addition to approved procedures and processes, the manufacturer's standards include a list of chemicals that must never come in contact with its products, as well as a list of chemicals that can only be present in minute amounts.

"This certification clearly demonstrates our willingness and ability to meet customers' needs," said Jeff Van Thiel, environmental, health and safety manager for Great Northern, Laminations' parent company. "With Laminations' packaging solutions, this customer can safely and confidently say they're providing environmentally friendly packaging with environmentally friendly parts to the countries where they do business."

Laminations' certification efforts culminated with the development of its own "Environmental Action Plan." The final document includes policies and procedures on managing customer requirements, suppliers, change, non-conformities and outgoing product verification, as well as training.

"Because of this," said Van Thiel, "our customers can be confident their products are accompanied by an environmentally friendly packaging solution when they arrive at their customers' doors."



As part of its Environmental Action Plan, Laminations requires Neway Packaging Corporation to verify its warehouse operations, including establishing a clean-room storage area.

The Environmental Action Plan also includes verification of warehouse operations for Neway Packaging Corporation, Rancho Dominguez, Calif., Laminations' distributor for serving the electronics manufacturer account. Neway is a full-scale distributor of industrial packaging supplies and equipment, and has eight locations coast to coast.

Enhancing Service at Laminations Central



*Sheyre Boswell,
Account Manager*

We would like to congratulate **Sheyre Boswell** on her recent promotion from inside sales partner to account manager for Laminations Central. She is based near Columbus, Ohio, and will serve customers in Michigan, Indiana, Ohio, Kentucky and Tennessee.



*Beverly Weyenberg,
Inside Sales Partner*

We are also excited to welcome **Beverly Weyenberg**, our new inside sales partner at Laminations Central. Bev is teamed with account manager Darlene Santeler-Davis to assist customers in Illinois.

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The Value of Recycling as a Resource Continues to Increase


According to the American Forest & Paper Association, the U.S. paper industry continues to make tremendous progress in recycling since the early 1990s. For example:

- In 2002 Americans set aside 47.6 million tons of paper to be recycled. This is an increase of 18.5 million tons, or 64%, since 1990.

- The incremental paper recovered now compared with 1990 would fill 220 football stadiums stacked to a height of 100 feet.
- The U.S. recovery rate for paper and paperboard was 48% in 2002, compared to 33.5% in 1990.
- Recovery rates for key grades such as newsprint and old corrugated containers stand even higher at 71% and 74%, respectively, in 2002.
- Recovered paper currently accounts for 37.7% of the industry's fiber needs, up dramatically from 26.6% in 1990.

The AF&PA notes that the paper industry's new goal is to recover 55% of the paper consumed in the United States by 2012.



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Show Biz

We'll be in booth #4338 at the 2004 West Pack Exposition & Conference, January 6 to 8, at the Anaheim Convention Center, Anaheim, Calif. Stop in and see what's new.



This newsletter is produced by Laminations, part of Great Northern Corporation's Specialty Group. Laminations is an innovative leader in manufacturing laminated paper protective products for the shipping, packaging, and warehousing needs of industry.

Major products include the VBoard® family of laminated edge protectors and the FlatBoard® line of flat, foldable, and die-cut edge and surface protectors. All Laminations paperboard products are made from recycled fibers and are fully recyclable.

Laminations' facilities include: Laminations' "East" plant in Allentown, PA; "Central" in Appleton, WI; "Southeast" in Jacksonville, FL; "West" in Ontario, CA; and "Northwest" in Wilsonville, OR. We also maintain stocking hubs in Arlington, TX; Denver, CO; Hayward, CA; Louisville, KY; Salt Lake City, UT; and Tacoma, WA.