

Board Converting News

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FBA: Shipments Jump In March

Industry shipments of corrugated products increased 5.3 percent, from 31.92 bsf in March of 2016 to 33.62 bsf in March of 2017, the Fibre Box Association (FBA) reported. The increase is partially due to the fact there was one more shipping day in March 2017. Average week shipments increased by 0.7 percent from 7.25 to 7.31 bsf. Shipments of corrugated products are up 2.0 percent year-to-date.

Containerboard consumption also increased in March, from 2.624 million tons in 2016 to 2.754 million tons in
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Rusken Packaging: Poised For Growth

by Len Prazych

Generally speaking, when a sheet plant takes the leap and invests in a corrugator, it's a quantum leap. When that thriving corrugator plant decides to acquire another sheet plant - or six - there are more giant leaps. When it buys a new rotary diecutter that prints on the inside and outside of the box in eye-popping color, cuts labor and set-up



From left, Greg Rusk, President/CEO of Rusken Packaging; Roger Beach, Rusken's Production Manager; and Jim Schiffman, President/CEO of Global Boxmachine in front of the KL K7-1628 3-color i-o Rotary Diecutter.

times by half while opening the door for countless new opportunities in a world that increasingly conducts most of its business online, there is a seismic shift in the way that company does business.

Greg Rusk, President/CEO of Cullman, Alabama based Rusken Packaging, has recently experienced such a shift and it has created the pathway for more growth in a company that had its humble beginnings as "a little bitty sheet plant with a slitter and taper" back in 1974. That's how Rusk described the business his father, Bobby Rusk,

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Bricq Appoints Geiger NA VP Of Business Development

Montbron, France based Bricq, a global manufacturer of corrugator belts, announced that it has appointed industry veteran Thomas Geiger its Vice President of Business Development for North America, effective April 1, 2017.



Tom Geiger

Geiger brings more than 30 years of corrugated industry management experience to the position. He will oversee the development of new markets in North America with the experienced and knowledgeable sales team of Indian Trail, North Carolina based Stafford Corrugated Products, the exclusive North American distributor of Bricq corrugator belts and related products.

"Securing Geiger was a coup for Bricq and by extension, us here at Stafford," said Tony D'Aprile, founder and owner of Stafford Corrugated Products. "His depth of product knowledge and industry relationships will be a true asset to our team. We look forward to working with him."

After some time away from the industry, Geiger returns to corrugated with the energy and expertise that were the trademarks of his decades working for a leading supplier of corrugator belts. "I'm excited to be back at doing what I love for companies with outstanding reputations for excellence," he said. "I'm also looking forward to re-establishing relationships with the many great people I've met in this industry."

Tom Geiger can be reached at thomas.geiger@bricq.fr or (401) 339-4920.

Rusken Packaging (Cont'd from Page 1)

founded and ran until Bobby's passing in 1992, when Greg was 32 and relatively new to the box business. The elder Rusk loved his equipment, but back in the day, you either ran a sheet plant or a corrugator plant.

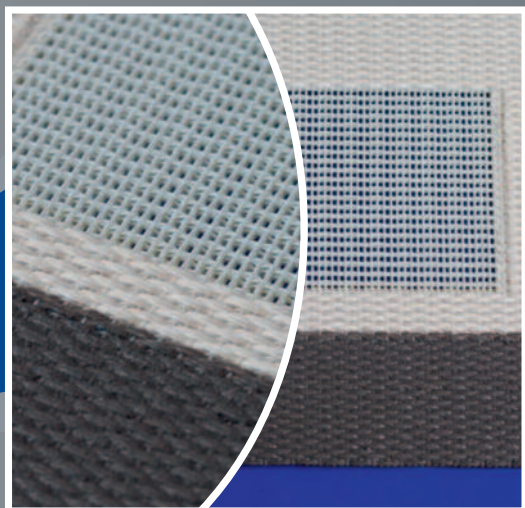
"Daddy' was from the old school and never wanted a corrugator because in those days all the corrugators were old and they always needed repairs," says Greg Rusk, whose dreams for growth were always larger than his father's. "I always wanted to be bigger and there were some old legends in the business who really sparked my competitive spirit. I realized that if I wanted to compete with them and compete on a grand scale, I would need a corrugator. A corrugator would really allow us to grow."

And grow Rusken did. The "little bitty sheet plant" in Cullman, about 45 minutes north of Birmingham, Alabama, has grown into a 450,000-square-foot manufacturing facility that operates a 110-BHS corrugator and more than 30 pieces of converting equipment. In addition to its headquarters, corrugated plant and sheet plant in Cullman, Rusk's competitive, entrepreneurial and independent spirit has given birth to satellite locations in Atlanta, Georgia; Oxford, Alabama; Tupelo, Mississippi; Jackson, Mississippi; Jackson, Tennessee; and Harrisburg, Arkansas. Rusken's market area has grown to encompass the entire southern United States and at one point it was the largest company in both volume and machinery. Rusk also owns interests in two other corrugators in Atlanta and a paper mill in Chicago.

Rusken Packaging employees now number 450. Rusk
(Cont'd on Page 40)



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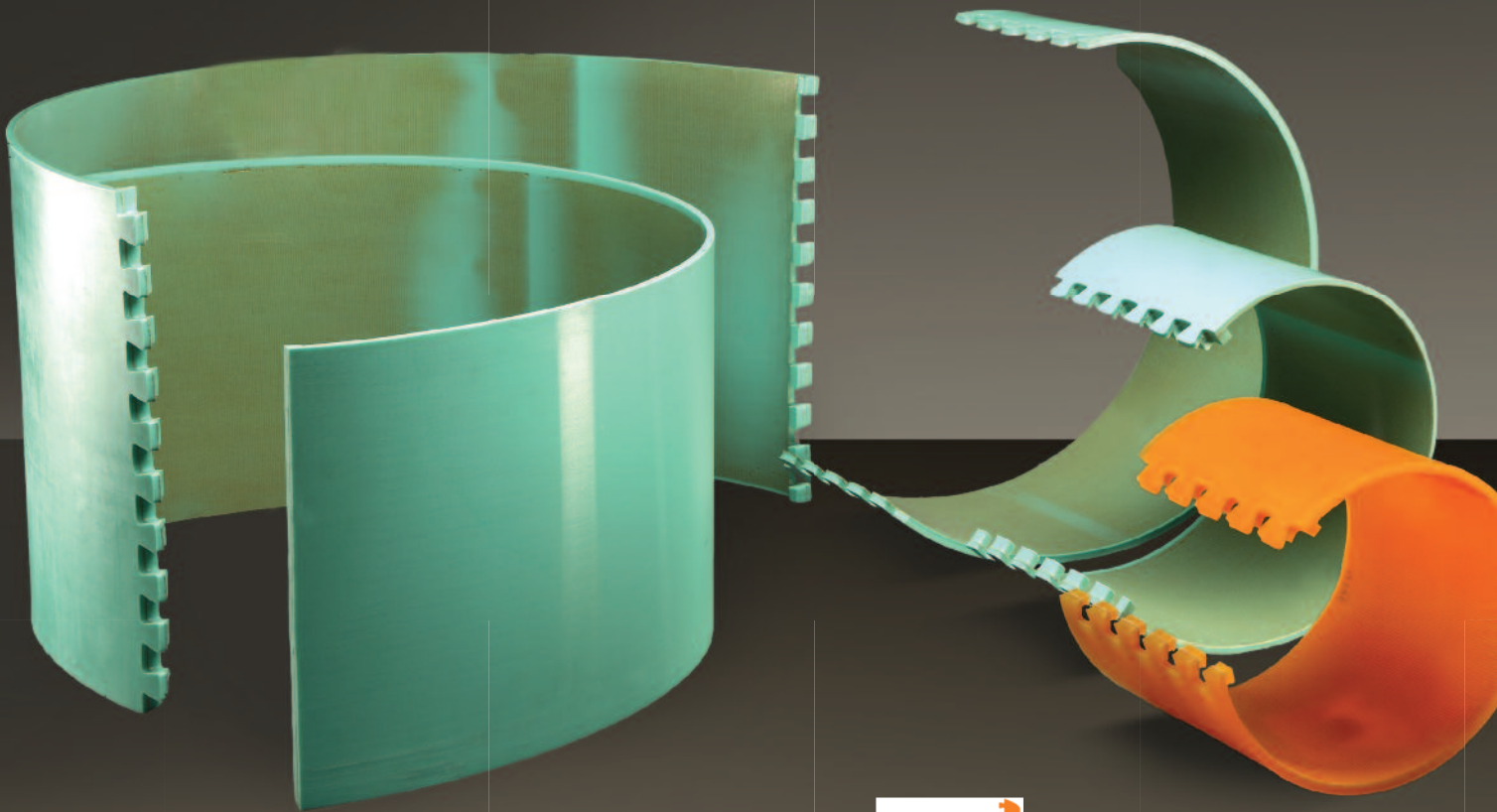


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