

# Board Converting News

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The ONLY Weekly Publication Serving the U.S. and Canadian Corrugated and Folding Carton Industries

## PCA To Acquire Columbus Container

Packaging Corporation of America (PCA) last week announced that it has entered into a definitive agreement to acquire substantially all of the assets of Columbus Container, Inc., an independent corrugated products producer, in a cash-free, debt-free transaction for a cash purchase price of \$100 million. Under the terms of the agreement, PCA will acquire a full-line corrugated products facility located in Columbus, Indiana, five warehousing facilities and other related operations located in Indiana and Illinois.

(Cont'd on Page 5)

## Dusobox Leverages New Factory, New Equipment

by Daniel Brunton

Well-known throughout the U.S. and further afield, Dusobox is a name that represents the best in printed corrugated packaging and displays. The company, which is now successfully running with the third generation at the helm, has been a “beacon of light” in the production of high quality corrugated packaging solutions for many years. Now things are set to go up another gear, following the installa-



John Kelley, CEO, left, and Richard Kelley, VP of Sales at Dusobox in Orlando, FL.

tion of a new Göpfert Evolution rotary diecutter, a Bobst Expertfold specialty gluer and an HP Scitex 15500 digital press at a new plant in Orlando, Florida.

“The Florida Corporation was incorporated in 1955 by John L. Dusseault, our grandfather,” explains John Kelley, CEO. “Originally located outside of Tampa in Oldsmar Florida, he moved the business to Orlando in 1967, just prior to Disney coming to town.”

Richard Kelley, VP Sales, continues, “Our father, Dick Kelley, came into the business in the early 1960s and in 1973 he moved us, as a fami-

(Cont'd on Page 30)

## Inside

WestRock To Invest \$48M In IA Box Operations .....5

Buckeye Boxes Celebrates 50 Years, Hosts Open House .....10

Amtech Software Unveils iNext At 2016 Conference In Las Vegas .....16

Supplier Profile: Stafford Corrugated Products Shares Secret To Success .....22

Apex International Invests In North American Expansion .....26

Keith Umlauf: AICC Associates Are Ready For SuperCorrExpo .....40

Is Your Business Overdue For A Valuation .....47

SuperCorrExpo Exhibitor Listings .....60

Tax Planning Tip #1: Maximize The Section 179 Deduction .....110

Defense Of Trade Secrets Act Can Protect Confidentiality .....114

## Supplier Spotlight

### Stafford Corrugated Products Shares Secret To Success

Visitors to the web site of Indian Trail, North Carolina based Stafford Corrugated Products will quickly learn that the company is a supplier of a vast range of equipment, products and hardware to the corrugated industry. Prod-



**Tony D'Aprile, founder and owner of Stafford Corrugated Products.**

ucts used by every box plant can be found in its product line, but if you are in the North American corrugated industry, you probably already knew that.

What you may not have known, however, is that company founder and owner Tony D'Aprile began the company in 1987 with a single SKU and from there began a path of growth and service to the industry that continues nearly three decades and more than a thousand SKUs later in its new, luxurious 22,000-square-foot facility. It is not only the slow and steady organic growth that can be expected by adhering to a well thought out business plan. It is remarkable growth, made more remarkable by the fact that it continued even during the Great Recession. In fact, Stafford has grown, on average, by \$1 million a year for the last 10 years. D'Aprile says he lost a customer to bankruptcy and expected others, but during the Recession's peak (or depth) the company still "squeaked out" double digit growth.

To what does D'Aprile attribute this phenomenal growth? What is the secret that competitors and others in its market space can use to achieve similar results?

"The secret is that there is no secret," says D'Aprile. "Stafford Corrugated Products provides the three things that everyone looks for in a supplier: price, customer service and quality. I think we nail all three."

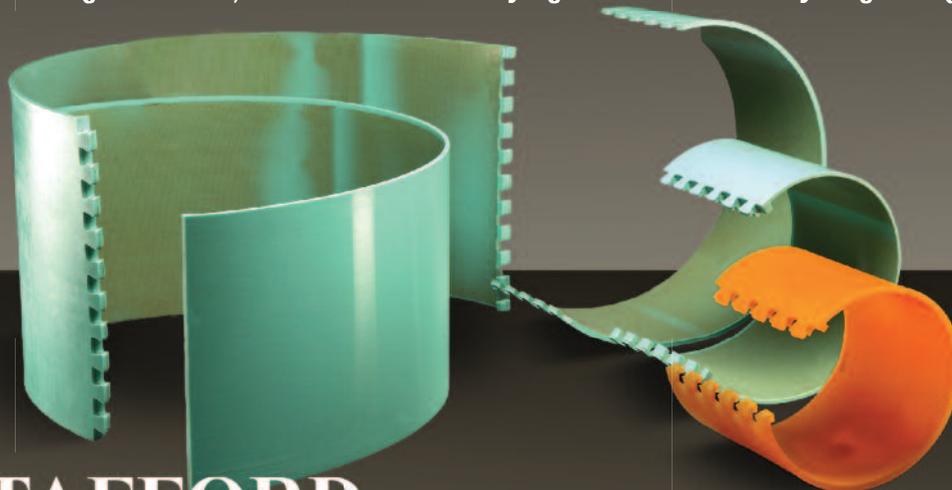
#### Customer Service

One of the company's biggest assets is its Customer Service Department, which is traditionally accessed with a phone call. What customers appreciate is the fact that there is no operator and no automated answering system. "We will never have an operator and we will never be automated," insists D'Aprile. "Every phone call is answered by a live human being in our customer service department."

*(Cont'd on Page 24)*

# We've got our customers covered...

...with our fiberglass backed, boltless, full double-wide blankets and an extensive inventory of corrugated parts needed by virtually every box plant in the country. The innovator of the original fiberglass-backed knuckle locking anvil cover, Stafford is the industry's go-to source for everything corrugated.



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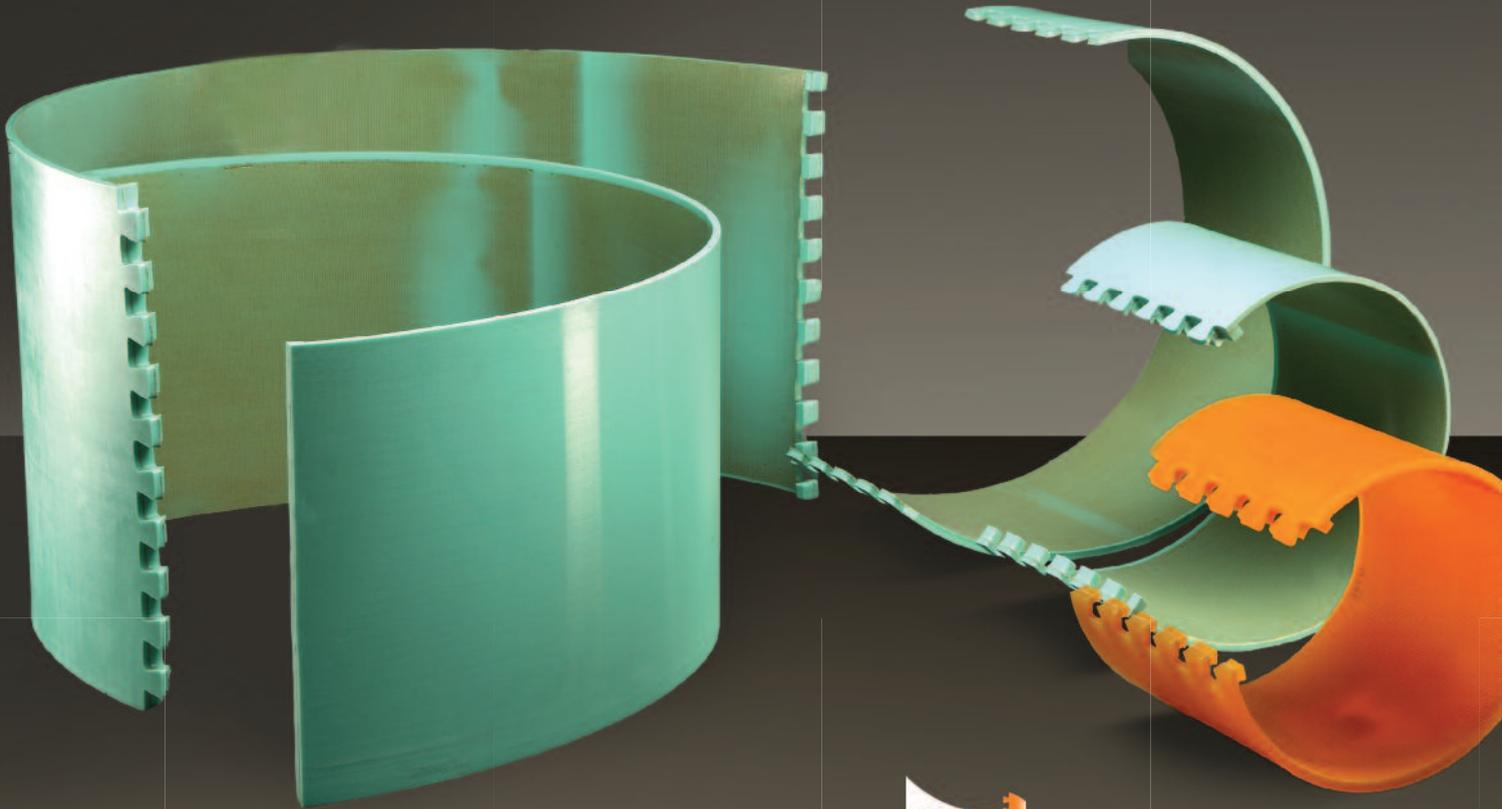
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IS THE MANUFACTURER OF STAFFORD ANVIL COVERS.

*"The Stafford team helped me when the Fort Worth plant was going to shut down production on a machine. They were seconds from closing and made a mad dash to ship items I needed for a same-day delivery. That speaks highly of how I appreciate Stafford."*

— Angela Roundtree, Purchaser, Pratt Industries

*"Stafford is a wealth of knowledge, expertise and outstanding customer service."*

— Scott Barnes, Grand Traverse Container, Traverse City, MI

*"Stafford provides our plant with great service and guaranteed products that we use everyday to supply our customers."*

— Ron Darr, Quality Manager, Green Bay Packaging, Fremont Ohio Division

*"Stafford anvils have been a great product for us. They have been a longer lasting material than our previous vendor and have saved us substantial savings. It's been a pleasure working with them."*

— Donald Biggs, MPS Coordinator, International Paper, Russellville, AR



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