

Board Converting News

An N.V. Publication

"Celebrating 32 Years"

TM

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

Boxmakers On Hike: No Justification

On Thursday, August 25, International Paper (IP) announced that it will increase containerboard prices by \$50/ton. This was followed by identical announcements from WestRock, KapStone and Packaging Corporation of America (PCA). Last week, Georgia-Pacific, Pratt Industries and Grief fell in line, announcing they also were increasing containerboard prices \$50/ton, effective October 1.

While industry analysts say that the "first read" on the success or failure of the attempt to increase containerboard prices won't come until mid-October, a survey by *Board Converting News* of

(Cont'd on Page 8)

KapStone To Build Sheet Plant In CA

Northbrook, Illinois based KapStone Paper and Packaging Corporation last week announced it is building a new state-of-the-art sheet plant in Ontario, California, as well as investing as a minority partner in a sheet feeder in Ontario, California. The new sheet plant is expected to be manufacturing boxes by January 2017 and is intended to supply the com-

(Cont'd on Page 4)

Inside

Caraustar Industries Acquires Los Angeles Paper Box In CA.....4

AICC Shares Resources For Hosting MFG DAY Events.....6

Vanguard Packaging Invests In Latest WSA-USA Prefeeder.....12

Measuring Sales To Script Success

by Jim Curley

Every sales manager must know the routine. A pile of "pitch" letters arrives on your desk each week promising a quick and easy solution to your sales growth woes. Most get at most a cursory look, then a pitch themselves - into the recycling bin.

'Athena's capabilities meshed with our needs. We're not comfortable turning over the aspects of the sales process that include relationship building and design work, so in our case Athena's primary objective was to generate a steady stream of qualified sales opportunities for our team.'

— Larry Hudson



About three years ago, Larry Hudson, VP of Sales & Marketing at Jamestown Container, received such a letter, but a quick glance at its contents gave him pause. It was a case study by Athena SWC of a company in his geographic area, and that company, like Jamestown Container, was in the packaging business. "Direct mail pieces are usually so generic I just throw them out.

"Also, the Athena case study contained terminology that we were definitely comfortable with - lean manufacturing, Deming principles and a focus on measuring our efforts," he said.

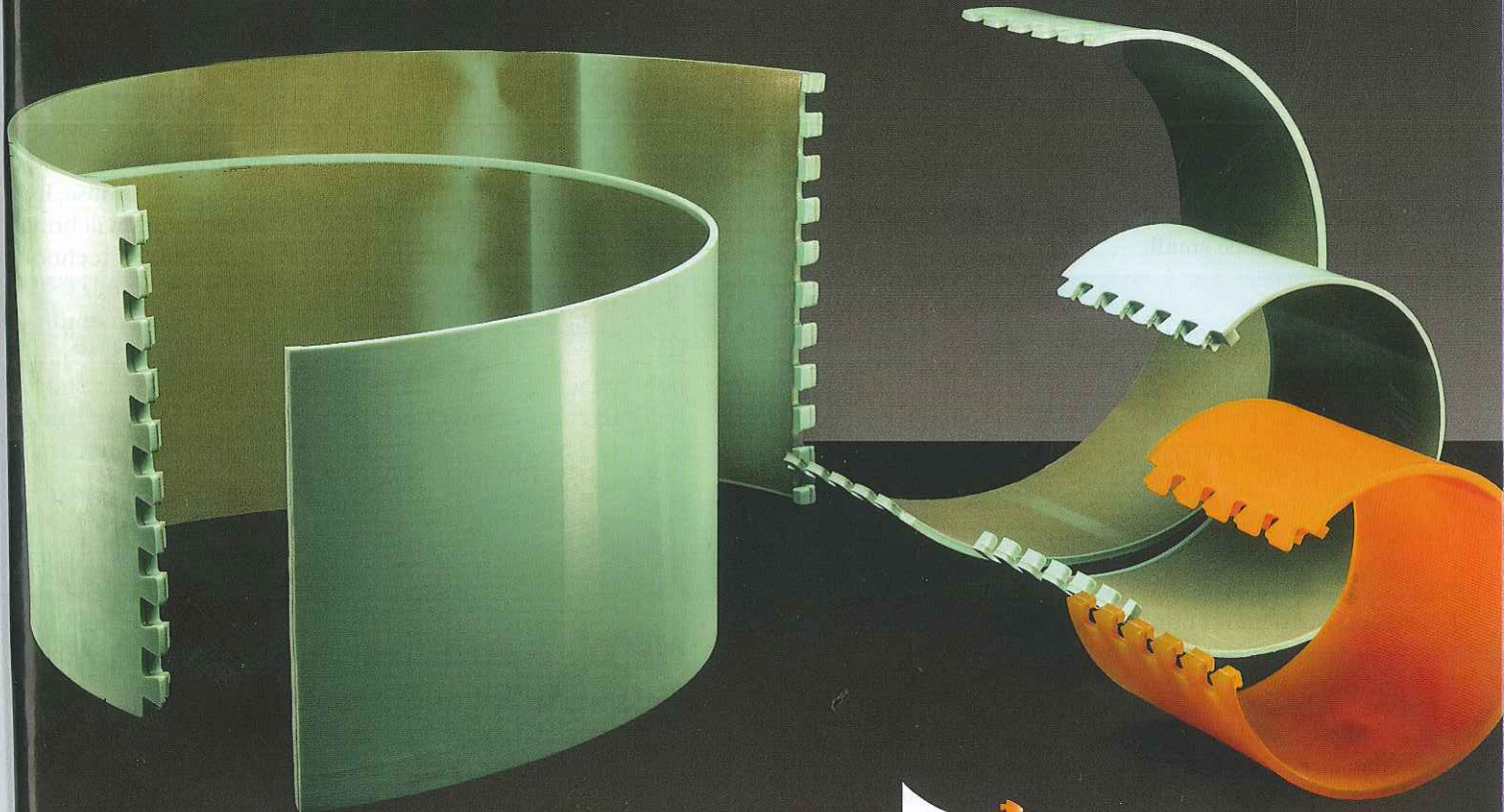
Hudson initiated contact with Todd Zielinski, the Managing Director and CEO of Athena. "Todd came over and made a presentation to our sales and marketing group on the strategy for this effort, including how the division of labor would work if we were to join forces.

"We had looked at a lot of programs over the years and considered a number of ways to get further faster - help with cold calling,

(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.



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



STAFFORD
CORRUGATED PRODUCTS, INC.

www.go2stafford.com 800-282-5787



VISIT US AT BOOTH #2515