

honeycomb, bubble wrap and "pretty much anything the customer wants," Parrette says.

The company has acquired most of its machinery through The Haire Group, Merrillville, Ind., and Hampton Industrial Services Inc., Granger, Ind. Many of the machines are older and have been rebuilt. This includes three flexo folder-gluer, a

1960 38-inch two-color S&S ZLM, a 50-inch two-color Curioni, and a 38-inch two color S&S; a two-color Koppers rotary diecutter; two Hooper letterpresses; two slitters; a Haire flatbed diecutter and gluer; and a Universal taper.

For three- and four-color work the company relies on Archbold Container Corp. in Archbold, Ohio.

"We understand what our capabilities and our limitations are," Bardon, senior vice president, says. "When we go to a customer we go with the attitude that when it comes to packaging there isn't anything that we cannot do if it makes sense. There are other independents and integrators that we work with. We don't find a lot of competitors having those kinds of relationships. Once you get to that level, it's very difficult for [customers] to make a change."

Both Parrette and Bardon say this niche defines Packaging Logic as an engineering-driven company. What this means is that the company has the resources to offer customers solutions that go beyond the basic brown box.

There are several packaging engineers on staff, including Bardon.

"A certain percent of the market are strictly price buyers. We try to avoid those people," Bardon says. "Engineering is a very big part of that. My background fits that extremely well. It's important for us to understand our customers' business inside and out to the point where we want to become their experts. We want to know their packaging better than they do."

Frank Cardello, operations manager and chief financial officer, says it's not unusual for him to visit a customer and watch how the company uses a box. "I'll watch what they're doing, not only on the packaging side but in manufacturing. I can suggest ways to save on labor and time. In some cases we can save a customer \$100,000 with our suggestions."

Training and knowledge is key to the plant's ability to meet customers' needs. For example, several of the employees are participating in an IOPP (Institute of Packaging Professionals) training program. "It's important to have salespeople on the road that are



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