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CCCA'S All Corrugated Booth Debuts at Canadian Produce Show

The Canadian Corrugated Case Association's new all corrugated booth made its debut at the Canadian Produce Marketing Association (CPMA) show on May 9-10 in Montreal. The booth was designed by Paul Naemsch, Senior Structural Designer, and executed by Naemsch's team at C&B Display Packaging Inc., Mississauga, Ontario.

The display was built completely out of corrugated, other than a few corr-a-clips to hold the shelves in place. "I was looking to do something creative and unique, but at the same time something that allowed for easy set-up. An important part of the display was to try and showcase the different uses of Independent Corrugator's rod coated board, to show people that corrugate is not just brown or white. The display was to have a 'wow' factor," said Naemsch.



"I designed and developed the display, with help from the junior designers, to get it cut out on our sample table. The display probably took a good 3-4 months – considering the conceptual time, the revisions, and of course, the (limited amount of) cutting time on the table amongst the day-to-day work," added Naemsch.

The key piece of software used was the CAD program, Cimpack, from the Cimex Corporation. Independent Corrugator's rod coater and corrugator were used to create the board, and a Data Tech DT300 sample table was used to cut the display parts. The board itself was also created at Independent Corrugator Inc., which is owned in part by C&B. Regular and rod coated B & C flute corrugated sheets, as well as E and B/C sheets, were used to construct the display.

"The CCCA was happy with the display, and found that it accomplished everything that they had intended it to," Naemsch added. "I think the booth reflects that C&B is willing to take on everything and anything and execute it in a well organized and creative manner," Naemsch concluded.

C&B's owner, Larry Cooper, said that C&B's booth was a re-design of the original corrugated booth made by Normapac. "It's a unique structure that shows the versatility, the strength and the looks of corrugated. Paul and his crew did a great job on this."

Steve Purwitsky, Executive Director of CCCA added, "We're very pleased with the booth made by C&B Display Packaging Inc. It shows the versatility of corrugated and its ability to attract with innovative design and colour. Our booth gets across the message that corrugated both protects and sells product."