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Converters' Outlook 2008

Mississauga, Ontario: Larry Cooper reports, "The price to fill any car in North America is quite shocking these days, and especially difficult here in Canada, since we have enough oil to be self sufficient for a very long time. I open my remarks with this comment because the oil-rich domestic economy has taken the Canadian market for a hell of a ride.



"Ontario, the one-time bread basket of Canadian manufacturing, is quickly becoming an economy of service industries. The domestic automobile segment, like its counterpart in the United States, is in a shameful mess.

"So how do you survive in a marketplace that is changing so drastically? The answer is: you adapt to your surroundings or you perish. I hate to be so blunt, but that is the reality.

"Many years ago C&B adapted Lean manufacturing as our base, and the benefits of Lean continue to drive our company. This has allowed C&B to adapt quickly to the changing marketplace. Branding a niche and positioning your company to grow its business are the fundamentals that now drive growth.

"Yes, C&B Display, our newly named company, will grow in 2008 despite a pending recession, an oil-driven Canadian dollar and a changing market. C&B has branded itself by changing its image, its name and its sales focus. We were once a box company; today we are a full partnered marketing company that manufactures packaging.

"Look at your market and look at your customers and where they are headed (let's hope not to China). Spend your investments wisely. Invest in people because your people are your business."

