

SOURCE: THE WHITE SHEET  
BOARD CONVERTING NEWS  
VOL 23, No. 13

DATE: OCTOBER 22, 2007

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# C&B's Name Change Reflects Graphics Push

Mississauga, Ontario based C&B Corrugated Containers, Inc. has changed its name to C&B Display Packaging Inc., effective September 1, 2007 reported President & CEO Larry Cooper.

"It's an exciting development for us," Cooper said. "The new name reflects what we do today rather than what we did when the company was founded 23 years ago."



"The marketplace has evolved, and we are determined to change with it. Our top 10 accounts from 5 years ago are now gone," he explained. "We've hired a marketing company full-time to upgrade our approach and align our capabilities to offer value-added services to new end-users and to retailers." The company also upgraded its website, [www.cbdisplaypac.ca](http://www.cbdisplaypac.ca), to reflect the change in focus.

## Machinery Upgrades

"In addition, we've invested heavily in machinery and processes to make this upgrade," Cooper said. Recent investments include a Stock single-face laminator an IMG Manifolder specialty folder from Vancouver, British Columbia based Printek. C&B is now running a full shift on the Manifolder, Cooper said.

Another edge that C&B Display Packaging possesses is its ownership in Independent Corrugator Inc. "It provides us with the ability to run specialty products, such as single-face laminated and rod-coated colours, on our machinery," Cooper explained. "In addition, the team at Independent is willing to experiment with new offerings to help us succeed in the marketplace."

