

MEMBER SPOTLIGHT

Spectrum Packaging Corporation

FGA member since 2019, Spectrum Packaging Corporation offers a full spectrum of brand-enhancing solutions including packaging, print, fulfillment.



Spectrum Packaging Corporation (SPC) started in the mid-1990's as a small commercial print shop and grew into a major player in Orlando marketplace. However, by 2013 SPC decided to enter the folded carton packaging industry and gradually decreased commercial printing.

"We knew packaging would be hard, but we thought since we were a great printing, and had a die cutter, so how much harder can it be to make folded cartons. We learned early on that to become a true folded carton plant, we had to be all in. So, from 2013 until today, we had to look at every aspect of our business and changed it."
Mark Mills, VP of Sales at SPC.

"We had to add new positions like folded carton engineers. Prepress had to learn new software that could handle packaging better. We replaced our estimating and job ticket software. As far as equipment, we had to replace everything we had. We started with a Bobst folded/gluer, then a new UV Komori packaging press, new proofer, Kongsberg tablet to make prototypes and a new Bobst Vision Cut. Even the papers that are used in packaging are different. Instead of using 80gl gloss text, we had to learn how to produce and print

on stocks like CCKB or SUS. We had to understand which papers are for the freezer, how machine feed boxes are different then hand assembly, and so much more."

"Bill Cassese and his team worked hard in operations to create an entirely new workflow geared towards becoming a world class packaging company. Every department had to learn how and why their job was changing. New presses, new bindery equipment new workflows, new papers, and SPC never missed a beat."

"We are passionate about listening to our customers and then creating a folded carton that works better for them. It could be our design improved through put on their filling lines by designing a better box. Other times, we offer a better-looking box that helps increase sales. It could also be we help lower their cost by finding an economic paper that still meets their needs. And so much more."

"In 2018, SPC invited the Packaging School, the exclusive licensee of a professional packaging curriculum developed at Clemson University, to bring the company through an 8-week training course on folded cartons. This was just one example of the certifications SPC has gone

through. SPC is food certified with their FSSC 22000 certification. They are also GMI certified for Target, Walgreens, and CVS. On top of the certifications we have like FSC."

"Now that we had invested over \$5 million in new equipment, we had to increase the size of our building because board stock takes up more space than typical commercial printing. We just completed our expansion that added about 30% more sq. footage which allows us to store dies, store our house papers, etc."
says Mills.

"We are now a vibrant fast-growing packaging company with customers from NY to Miami. I believe we have grown so fast for two reasons. First, everyone at SPC is passionate about what they do. Second, we focus on true solutions for our customers."

"We have grown our packaging business every year since 2013 and we do not see that trend slowing down. As long as we focus on solutions, invest in our business, and continue to foster a culture of team members who are passionate, we will have successful days ahead of us."

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