

Board Converting

NEWS

Serving the North American Corrugated and Folding Carton Industries for 35 years

Central Package & Display Celebrates 60th Anniversary

Minneapolis, Minnesota based Central Package & Display is proud to announce that we are celebrating our 60th anniversary this year. The company that has grown to its current size was founded in 1959 by



The owners, employees and families of Central Package & Display celebrated the company's 60th anniversary in August in Minneapolis, Minnesota.

Richard Page and Jack Perston as Central Container Corporation. It was a small corrugated manufacturing facility in an old warehouse in southeast Minneapolis that Jim Haglund joined and then eventually bought in 1975. Over the next two decades, Jim grew the business,



expanded beyond the original warehouse into additional office space, and then finally into a brand new state-of-the-art facility in Brooklyn Park in 1993.

Our current home has served us well! We have seen steady and continuous growth through both strong and challenging economic times. We have expanded our offerings into windowing, folding carton, rigid, and set-up boxes – making us a uniquely capable and singular source for packaging solutions in the area. So much so in fact that in 2012 Central Container Corporation rebranded to “Central Package & Display” – a name encompassing all that we do.

In this time, our family has also grown. Not only do we now have both 2nd and 3rd generations of Haglunds in the day-to-day operation of Central, but we have an incredible family of 120 employees. It is a testament to the energy and culture here at Central that we have many employees who have been with us 15, 20, 30, 40 and even 50 years!



The original home of Central Container Corp..

And it is that family that we celebrated this past August to kick off our 60th year.

One of Jim Haglund's business pearls of wisdom goes something like this: “A business is comprised of two entities – a product and people. If you don't hire inferior people, you will never have an inferior product.” It is in that spirit that we wanted to celebrate the exceptional people that made Central what it is today! We kicked off our “Employee Appreciation” initiative this spring, building on the theme as we drew closer to the event.

And on Thursday August 22nd, a perfect Minnesota late summer afternoon, our celebration brought together our employees and their families for food, fun, and entertain-



The family behind Central Package & Display. From left, Mike Haglund, CEO; Kristin Haglund, Communications, Sales and Marketing Coordinator; Jim Haglund, Chairman of the Board; Kathy Haglund; and Dawn (Haglund) Mohs.

ment. It was a mini-carnival setting with tents, magicians, bouncy houses, face-painters, aerialists, food trucks...the works! The turnout was incredible! It warmed our hearts to

meet parents, grandparents and newborns and to see and hear that they were proud to show off where they work.

The highlight of the day was a surprise announcement to wrap up the festivities. Jim announced that the real theme all along had been "60 for 60"! We distributed \$60,000 to the employees (based on years of service). Jim and Mike handed out each check individually



to smiles, handshakes, and enthusiastic disbelief before sending them along to pick up their commemorative gift from a mountain of cooler packs in the next room. It was a fantastic way to end this day of celebration and to launch us into our 60th year with joy, energy, enthusiasm and appreciation. We can't wait to see what's in store for us at 70!