

Board Converting News

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BOBST Hosts ‘Road Show’ At Packrite Open House

More than 350 customers, suppliers, key employees, elected officials and Bobst CEO Jean Pascal Bobst attended the first of several stops of BOBST’s “Road Show,” which was held at Packrite in High Point, North Carolina, on Thursday, February 16.

“The ‘Road Show’ concept has proven to be both a cost-effective and very efficient way for our customers and potential customers to see a variety of BOBST machinery in operation on a live production floor,” said Brian Kentopp, Vice President, Business Unit Sheet Fed at BOBST. “Given the logistics and costs of transporting a single piece of machinery to trade shows throughout the world, hosting an event like this makes good business sense. A customer like Packrite, which owns six pieces of BOBST equipment in this beautiful state-of-the-art facility, was the perfect location for our ‘Road Show.’”

Kentopp said more BOBST ‘Road Shows’ are planned later this year and next, around the county and around the world.

Mary and Michael Drummond founded Packrite in 2008 with a staff of 18 (it now has 110 employees) during the onset of the Great Recession and at a time when it made the least sense to create an unconventional business model designed to cater to the underserved microflute market. In an attempt to be the best corrugated and folding carton manufacturer, the Drummonds made a multi-million dollar investment, one that expanded their 125,000-square-foot facility by 60,000-square-feet with the specific objective of

housing a new BOBST 87-inch MASTERFLUTE 324 Asitrade Singleface Laminator, the largest and first of its kind in the world.

Michael Drummond, co-founder and co-owner of Packrite, took the stage in front of the Asitrade and



Jean-Pascal Bobst, CEO of BOBST, spoke to customers, suppliers, government officials and employees at Packrite’s 185,000-square-foot facility in High Point, North Carolina.

thanked those in attendance, adding that the company’s success is attributable to its customers, its suppliers and its employees. “The most important aspect of this company is people,” said Drummond. “Equipment is a close second.”

Drummond then introduced Jean-Pascal Bobst, CEO of BOBST.

“It’s a privilege and honor to be here,” said Bobst

before extending is own appreciation. “We thank the Drummonds and Packrite. This type of customer helps us to innovate. And innovation means risk, passion and in the end, performance. This beautiful machine [the Asitrade] is a fantastic piece of equipment. And here at Packrite is the best example of an entrepreneur who is always pushing the limits of technology. We are happy to be your partner.”



Bobst referenced the Drummonds’ courage to go into business and purchase a new piece of BOBST equipment in 2008, when the U.S. economy was collapsing. Bobst also mentioned his own company’s losses in 2008-2009 as the global economy shrunk and the demand for new machinery waned. He also addressed the anxieties and “negativities” that have been prevalent in recent media reports, as well as uncertainties about the future.

“When you wake up in the morning you can say ‘Thank you, Lord,’ or ‘It’s a bad day.’ At BOBST, we decide to say, ‘It’s a wonderful day. It’s a blessing.’ And to have you as a partner — Mary and Michael Drummond — and your team, is truly a blessing,” said Bobst. “Everyone at BOBST will continue to be here for you to help you support your business. Thank you for your loyalty, your trust and these very strong bonds. We strive for the best solutions moving forward and we wish you success for your company and your vision of tomorrow.”

Dan Forest, Lieutenant Governor of North Carolina,



Jean-Pascal Bobst, center, with Michael and Mary Drummond, co-founders and co-owners of Packrite.

Photo courtesy: Nick Griffin.

followed Bobst in his praise of the Drummonds and Packrite, especially for its job creation.

“Congratulations to Mary and Michael Drummond for building this amazing company with this incredible equipment,” said Forest. “The best part of my job as Lieutenant Governor is to visit companies that are



North Carolina's Lieutenant Governor, Dan Forest.

doing tremendous things and changing the world, doing things that no one else is doing. It is an innovative company like Packrite that is doing this right here in North Carolina.”