



Packaging Logic, Inc.

Continual innovation is the secret to success for Packaging Logic, Inc., a manufacturer of corrugated packaging, including displays and boxes. The company thrives on engineering unique packaging solutions corresponding to each customer's specific needs. This strategy avoids the "one size fits all" approach, which can lead to a commodity business of diminishing margins and little room for survival or growth.



Packaging Logic, Inc. has been a survivor and has succeeded in a highly competitive industry by integrating engineering with custom packaging requirements of customers. The company, established 10 years ago by Mr. Richard Parrette, Jr., President and CEO and Dennis Bardon, Senior Vice President, now has 48 employees working at a 160,000 square foot location at 239 Factory Street in La Porte.

Packaging Logic has a sophisticated automated drafting system to assist in design of packaging, and high-speed computer controlled equipment to manufacture custom packaging. With such a commitment to capital investment in automation, Mr. Parrette states a custom order can be designed, manufactured, and delivered within four days. Recently, the company has installed test equipment and has been approved as a Certified Laboratory by the International Safe Transit Association (ISTA). This gives the company the capability of ensuring that designs meet industry standards for load and durability.

Why did Packaging Logic, Inc. choose a La Porte location? According to Mr. Parrette, the economic range to ship packaging materials by truck from a manufacturing facility is about 2 hours. A two-hour trucking time reaches Chicago and its suburbs, eastern Illinois, northern Indiana, and southwestern Michigan. Within this region the company has a wide variety of customers from printing companies, food-processing companies, manufacturing companies, including automotive parts suppliers, castings, metal and plastics products companies. La Porte has all the transportation advantages associated with locating in Chicago, but companies experience much lower costs.



Mr. Parrette states that he has low labor turnover and a high-quality labor force, which is necessary to be able to make the quick changeovers during equipment set-ups. La Porte provides a workforce skilled in manufacturing and production operations. A productive and loyal labor force is a key to the business strategy that the company has successfully followed.