

New Jersey Herald

Business

Sutherland Packaging enjoys 30% growth



Submitted photo — The Sutherland Packaging Team is shown with a new K-7 Printer.

Posted: May. 10, 2018 12:01 am

ANDOVER -- Sutherland Packaging, a leader in corrugated point-of-purchase displays and packaging for retail locations and club stores, saw a 30 percent year-over-year jump in business from 2016 to 2017, with the upward trend expected to continue well into 2018.

Driven by a spike in demand, the growth directly led to some three dozen new employees, expanded operations that now entails three-shift, 24/7 production, and a multimillion-dollar infrastructure investment that will further broaden the company's portfolio of printing capabilities.

Among its range of specialties, Sutherland Packaging has gained market share thanks to its innovative direct printing technique, which circumvents the traditional practice of mounting a lithographic label over corrugated substrates.

Ideal for the retail consumer products sector and club store displays, this maximal impact, cost-effective full-color technology enables customers to save on both material expenditures and shipping times.

"More and more customers are coming to appreciate the way our broad portfolio of print services lends itself to ultra-customized, hybrid solutions," said Tom Sutherland, president of Sutherland Packaging. "Considering all the variables attached to point-of-purchase displays, e-commerce packages and other sales solutions, our ability to mix and match printing techniques -- for example, by combining direct-to-corrugated with litho printing or conventional printing methods with digital -- makes Sutherland a highly attractive partner."

Key milestones of Sutherland's banner 2017 included:

- An increase in the number of employees from 65 to 100;
- Expanded three-facility operations that now comprises:

A 100,000-square-foot Andover manufacturing facility/headquarters, with three shifts and near-24/7 production;

A 24,000-square-foot warehouse in Green Township;

A 20,000-square-foot warehouse in Newton.

- Multimillion-dollar infrastructure investment, including a High Graphics single pass two sided printer/die-cutter, enabling capabilities that will differentiate Sutherland Packaging from a host of competitors