

Member spotlight – Green Bay Packaging



Pictured: Bryan Hollenbach, executive vice president of Green Bay Packaging.

Green Bay Packaging is, aptly enough, as ‘green’ as it gets.

The company was founded in 1933 by George Kress, a man passionate about taking care of the environment. He passed the company down through generations of family who also love and care for the nature around them. To this day, Green Bay Packaging (GBP) holds environmentalism as one of its core values and it shows.

GBP began as a corrugated box company and has since grown to a full-service, vertically-integrated packaging company that today includes paper mills, corrugated container plants, folding carton operations, pressure-sensitive label roll stock facility, specialty converting operations, timberlands and sawmill facilities. Headquartered in Green Bay, the company operates more than 35 divisions in 15 states across the U.S., as far west as El Paso, Texas, and as far east as Baltimore, Maryland. In Brown County alone, GBP employs more than 1,100 people.

Its primary claim to fame is corrugated packaging. This can be brown boxes used for shipping and protection, as well as multi-colored corrugated packaging used for marketing, shipping and protection. Display packaging is also part of its product line. Ever been to the Spirit Halloween stores? Those corrugated displays were all produced by GBP. Its coated products can also be found in many places; plus, GBP

manufactures the pressure-sensitive label stock on which, many labels are printed.

One of the company’s most recent sources of pride is its new paper mill in Green Bay. Bryan Hollenbach, executive vice president of Green Bay Packaging, said this of the mill: “It is the single largest investment in the history of our company. It cements the legacy of Green Bay Packaging in Green Bay and nearly triples our papermaking capacity in the Midwest.” The new facility is capable of running 1,600 tons of paper per day, an increase from the previous facility’s 660 tons per day.

True to legacy, the new mill revolutionizes sustainability in the papermaking industry. Hollenbach said, “We could have built [the mill] many different ways, but we built it to be as environmentally friendly as possible. It’s powered by natural gas, uses zero river water and will eventually use zero city water. We developed a unique system that allows for that.” The new paper mill exclusively uses recycled materials as the fiber source to make new packaging. GBP also operates a virgin paper mill in Arkansas which utilizes recycled materials and wood chips as its fiber source. GBP owns its own woodlands in Arkansas where it plants nearly six million trees annually.

GBP consistently reinvests at a high rate across all its divisions. GBP is currently making significant investments across

its box plants, folding carton operations and coated products operations. “These investments put us on the cutting edge of papermaking and packaging from an environmental point of view and a quality point of view,” said Hollenbach.

Another key focus for GBP is safety. “Safety is first and foremost,” said Hollenbach. “We start every meeting talking about safety. Every division reports on safety monthly, if not more. Safety is the number one value of the company because it ties in with valuing employees. Nothing happens until we are confident employees can operate in a safe environment.” True to form, the company has won many safety awards over the years.

Even with all of these innovations and accomplishments in GBP’s trophy case, Hollenbach emphasizes his favorite thing that makes the company unique: “It’s our culture and how we run the business. We limit bureaucracy. We hire good people, give them a vision and let them make decisions. We push the decisions as close to the customer as we can, which provides speed to market, gives the customer better results and motivates people to make a big impact on the future of the company every single day.”

To learn more about Green Bay Packaging, visit its website at gbp.com.

CHAMBER EVENTS AT A GLANCE

**Current Young Professionals
CYP Plays at Argonne Park**
Tuesday, Sept. 14, 6 – 8 p.m.

A new event from Current Young Professionals, CYP Plays is a time for young professionals to play playground-favorite games and recreational sports.

Free for CYP members. \$5 for guests.

**Coffee Break with Wipfli –
Building Banking Relationships**
Wednesday, Sept. 22, 9:30 – 10:15 a.m.

See ad in spread.

Free to all.

**Current Young Professionals
Dine n’ Develop: Financial
Wellness**
Wednesday, Sept. 22, 4 – 6 p.m.

Meet up with speaker Carly Appel from BMO Harris Bank at Hagemeister Park to learn the importance of financial and retirement planning.

Free to CYP members. \$20 for guests.

139th Chamber Annual Dinner
Tuesday, Sept. 28, 5 – 9 p.m.

See ad in spread.

Member seats are available for \$70 each or \$700 for 10 seats. Nonmember seats are available for \$80 each or \$800 for 10 seats.

**Learn more about all events
at events.GreaterGBC.org**