

TRANSCONTINENTAL TRANSFORMATION

Montreal printer transforms itself into a global flexible packaging powerhouse fueled by unrelenting focus on research and entrepreneurship

Changing with the times is all part of growing up and becoming an industry stalwart, even when those changes come from most unexpected sources.

For Montreal-headquartered flexible packaging giant **TC Transcontinental**, which was actually formed in 1976, the company's flurry of intense M&A activity in the latter part of the last decade has led it to acquire a wealth of historical legacy that can be traced right back to formation of the **Packaging Association of Canada (PAC)** back in 1950.

That year, former Toronto-based flexible packaging and film coatings producer **Nor Baker Inc.** joined 14 other like-minded companies to found the 70-year-old industry group today known as **PAC Packaging Consortium**.

In 2000, Nor Baker was acquired by the U.S.-based **Plassein Packaging Corporation**, which was then acquired by **Exopack** in 2003.

In 2005, Exopack itself was acquired by U.S.-based venture capital fund **Sun Capital Partners** and merged with the fund's other packaging assets, comprising **Cello-Foil Products, Inc.** and The Packaging Group.

In 2013, Chicago-based **Exopack Holdings S.A.** rebranded itself to **Coveris** as part of a merger with several European-based packaging firms also acquired by Sun Capital.

Around the same time, TC Transcontinental set out to diversify its core print-

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PACKAGING**

ing and media business units by aggressively investing into the growing North American flexible packaging business, starting with the acquisition of Clinton Mo.-based flexible packaging supplier **Capri Packaging** in 2014.

“This acquisition represented an important strategic move for the corporation into a new promising growth area,” says Mélanie Montplaisir, Transcontinental’s manager of public relations and brand management.

“We evaluated various industries where we could leverage our manufacturing competency and we make sure to remain agile to find the most promising



A group shot of TC Transcontinental Packaging's senior management and administrative personnel recently taken at the company's headquarters in Montreal, Quebec.

opportunities to ensure sustainable and profitable growth,” Montplaisir explains.

“The printed flexible packaging industry was rapidly identified as a natural fit, given that some of the production processes were similar to TC Transcontinental’s printing operations and that the market offered many opportunities for growth.”

Following the purchase of Capri, the company’s newly-formed TC Transcontinental Packaging division swiftly proceeded to acquire and integrate another five strategically-located flexible packaging plants in the U.S. and Canada in the next few years—building up a well-knit operational network stretching from the West Coast of Canada to the U.S. eastern seaboard.

This busy stretch of M&A activity hit its grand peak in 2018 with the game-changing “transformative” US\$1.69-billion acquisition of **Coveris Americas** assets from Sun Capital.

The landmark purchase instantly moved Transcontinental Packaging into one of North America’s top 10 flexible packaging producers, employing about 4,300 people at 28 manufacturing facilities in Canada, the U.S., Latin America and New Zealand.

“Today, the TC Transcontinental Packaging network is comprised of one pre-media studio and 29 pro-

duction plants specializing in extrusion, lamination, printing and converting to offer a broad variety of flexible plastic and paper products, including rollstock, bags and pouches, shrink films and bags, and advanced coatings,” Montplaisir relates.

“This enables us to serve a diverse variety of markets,” she says, “including dairy, coffee, meat and poultry, pet food, agriculture, beverage, confectionery, industrial, consumer products and supermarkets.”

Led by a highly competent senior management team

headed by chair of the board Isabelle Marcoux, daughter of Transcontinental’s founder Rémi Marcoux, and wife of chief executive officer François Olivier, the company has quickly proven itself to be a natural-born industry leader built on four critical core competencies.

According to Montplaisir, these include:

- Strong R&D (research-and-development) teams and entrepreneurial spirit, “Allowing us to meet our customers needs and create products that are ahead of the market trends.”



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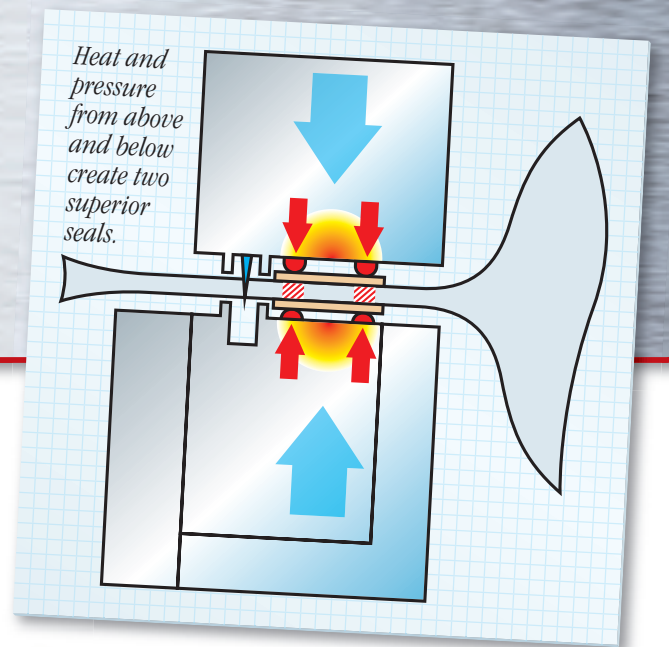
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Transcontinental president CEO François Olivier taking the stage at the recent PAC retail conference in Montreal.

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As Montplaisir relates, TC Transcontinental Packaging is proud to be an active member of **PAC Packaging Consortium**, crediting the organization for spearheading a concerted industry effort to make consumer packaging more sustainable.

“Sustainability is definitely on everyone’s lips today,” says Montplaisir, “and our membership with PAC certainly helps us position TC Transcontinental Packaging as a thought leader on the subject within the industry.”

“It also allows us to stay informed and exchange ideas with our industry peers in a collaborative environment,” says Montplaisir, citing PAC’s busy educational and networking agenda comprising training courses, summits, conferences, seminars, webinars and various social activities.

“Those networking opportunities bring collaborations and great partnerships to the table—making sure our industry continues to evolve and that we always continue to get better at what we do,” she states.

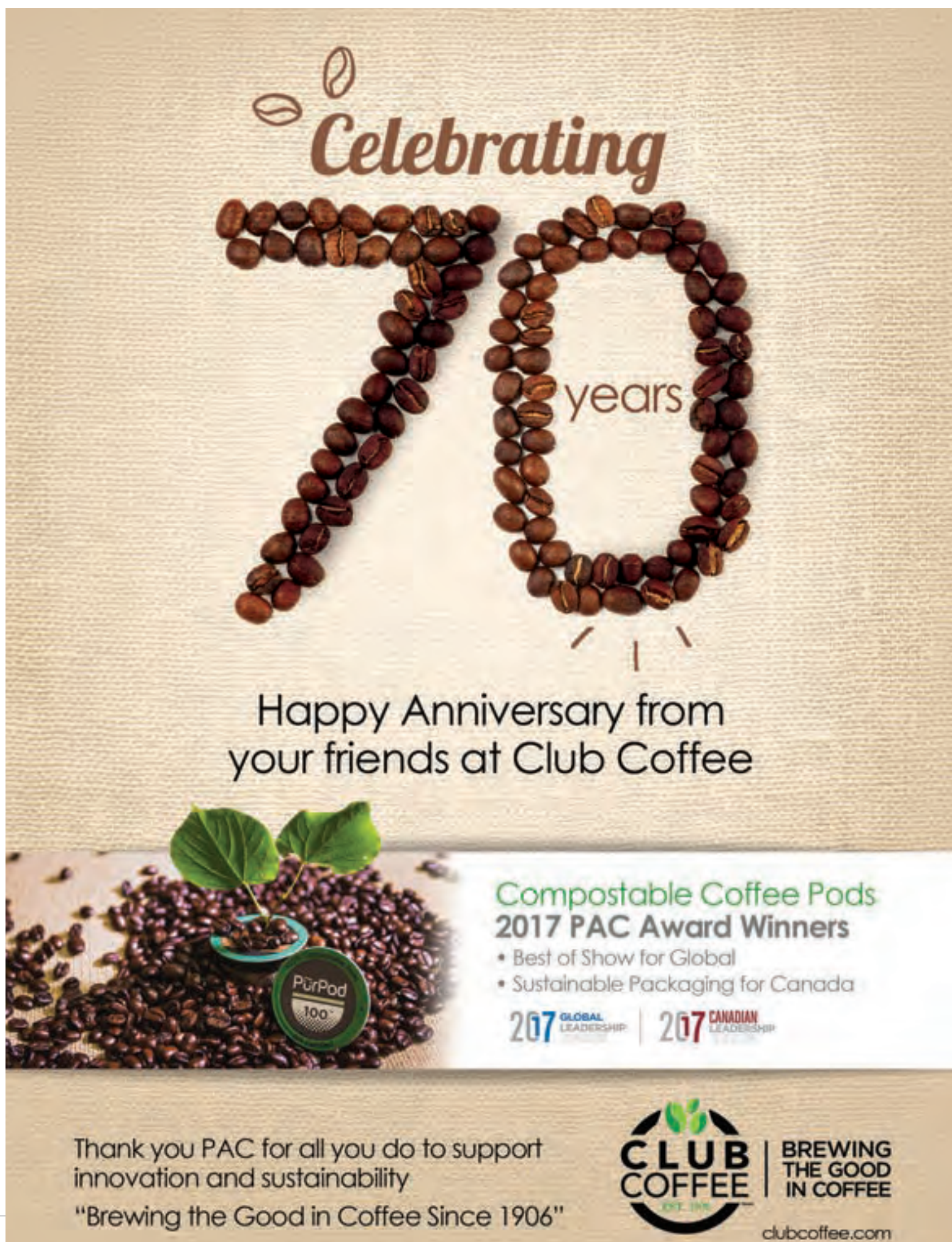
Adds TC Transcontinental Packaging’s account manager for business development Roberto Travaglini: “The PAC has been an amazing support partner for addressing all the key challenges facing packaging producers in all key sectors like corrugated, folding cartons, rigid plastics, flexibles, etc.

“The sheer multitude of different events that they organize provides us with insight into other packaging sectors that we would not normally encounter,” Travaglini states.

“It allows you to network with a large variety of people with different skillsets and different contacts.

“Above all, the PAC does a great job in supporting all its members by keeping us up to date with the ever-changing legislative and regulatory information related to packaging,” Travaglini points out.

“This, in turn, saves us a lot of valuable time and other associated efforts that do not fall into our area of expertise,” Travaglini concludes.



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