

# Board Converting

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## Dusobox Invests In Corrugated Innovations To Drive Success

BY SUSAN RILEY

From equipment to material investments, Dusobox takes a holistic approach to ensure optimal print quality and productivity while also improving worker safety.

Serving a range of industries across North America – including food and beverage, automotive, e-commerce, retail and many more – Dusobox understands the varying market challenges required to produce



**John Kelley, CEO of Dusobox, which is widely recognized as one of the industry's most innovative corrugated print manufacturers.**

custom corrugated displays and vibrant product packaging solutions. Founded in Boston in 1951, the family-owned company is now located in a 250,000 square-foot facility in Orlando, Florida and is recognized as one of the most innovative corrugated print manufacturers.

Achieving such excellence requires effort, consistency and trust, which is why Dusobox works closely with internal and external teams to achieve mutual success.

One of box plant's most recent innovations with its external partners went from prototype last year to conception this year. When Baldwin Technology Company introduced its FlexoCleanerBrush™, its flagship automated cleaning solution, Dusobox was eager to give it a try.

The St. Louis, Missouri-based global manufacturer and supplier of innovative process automation, equipment, parts service and consumables, has worked with Dusobox for four years.

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## WestRock To Close Medium Mill In MN

Atlanta, Georgia based WestRock Company has announced that it will permanently close the corrugated medium manufacturing operations at its St. Paul, Minnesota, recycled paper mill, and that about 130 jobs would be eliminated. The production of coated recycled board at this location will remain in operation.

WestRock says that it is committed to improving its return on invested capital, as well as maximizing the performance of its assets. The corrugated medium machinery at the St. Paul location would require significant capital investment to maintain and improve going forward. The shutdown will result in the reduction of 200,000 tons of annual corrugated medium production, the company said.

“Shutting down operations and impacting the lives of our employees is a difficult decision to make,” said David B. Sewell, CEO at WestRock. “As we implement our plans to close the corrugated medium operations in St. Paul, we are incredibly appreciative of the many contributions this team has made. We plan to assist these team members in exploring roles at other WestRock locations and with outplacement services.”

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“It goes back to people,” said John Kelley, CEO at Dusobox. “I have a very strong relationship with the folks at Baldwin. Good people deal with good people – that’s how I approach my business. Investing in innovation is easier when you trust your partners.”

Once the FlexoCleanerBrush was up and running in the Dusobox plant, the time and cost savings became clear. The company is currently converting a full 5-color machine to the whole plate-washing system. Prior to prototyping the system, Dusobox had been manually cleaning and drying its press between each job – a task that would take nearly half an hour.

The FlexoCleanerBrush automated this process, bringing average end-of-job cleaning time down to four minutes. In addition, automating the hickey-picking process reduced the time spent from about five minutes to less than five seconds with just the push of a button. These time savings have the potential to increase production by thousands of square meters per year.



**Baldwin Technology’s FlexoCleanerBrush enabled Dusobox to bring average end-of-job cleaning time down to four minutes.**

The FlexoCleanerBrush also eliminates the need for cloth, as this make-ready cleaning system automatically removes dust and contamination from the plate in seconds during production, without stopping the press. The full end-of-job plate-cleaning and drying process is much more efficient, enabling increased uptime, sustainability and savings of thousands of dollars per year in consumables spending.

“As market demand continues to rise it’s important we work with our suppliers to ensure a stable and productive future,” said Kelley. “The FlexoCleanerBrush is one example of how we work with the industry to produce sustainable results.”

Dusobox takes its sustainability efforts further by recycling 12-15 tons of corrugated daily and dedicating substantial resources to provide optimized packaging and printing methodologies. This effort is coupled with investments in environmentally responsible materials and the most technologically advanced printing and converting equipment.

As such, the company has made significant investments in bringing to market paper-based materials that rival plastics by investing in a new paperboard product called Ma-

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ko-Board™. This two-sided coated board is 100 percent fiber-based, moisture sensitive, and can be recycled up to eight times. Its super-smooth material is resistant to tear-



**Dusobox has attained G7 Master Facility Colorspace certification on all printing processes, which has facilitated absolute color consistency for its customers' packaging.**

ing and warping and is an ideal surface for high-quality graphic signage.

Maintaining its commitment to print excellence, Dusobox also attained the G7 Master Facility Colorspace certification on all printing processes, including digital, offset and flexographic. G7 is an industry-leading set of color specifications designed to produce absolute color consistency, crucial for brand recognition and integrity across the globe.

“We understand the importance of color when it comes to marketing a brand. It’s critical to maintain color consistency among all branded products, and this can sometimes be difficult when advertising internationally,” said Kelley. “We can achieve that consistency by printing with G7 certified color management, which ultimately allows our customers’ customers to maintain confidence in their brand, locally and globally.”

These are just some of the material and equipment investments that were made possible through close collaboration and mutual effort. Taking a holistic and innovative approach to its business, Dusobox maintains its reputation as a leading box plant. By introducing automation, innovation, and global standardization, Dusobox achieved a model that’s simple to state but not easily achieved.

“Innovation only ceases when we stop trying - our success and legacy will depend on our ability to continue to evolve to answer market needs while continuously improving our own operations,” said Kelley.

Visit [www.dusobox.com](http://www.dusobox.com) and [www.baldwintech.com](http://www.baldwintech.com) for more information.

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