

L&M News

"A family owned business, that treats your business like family."

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Customer Spotlight on Keystone Display: Helping Their Customers Get All the Attention *(And that's just how they like it)*

Chances are you've seen their work when you're out shopping but never even knew it. And that's perfectly fine because Keystone Display, Inc., is in the business of making *their customers* look good. The Hebron, IL, manufacturer uses wire, metal and tubular steel to create custom point-of-purchase (POP) displays for more than 100 customers in a wide range of retail situations.

The company that began as Keystone Metal Products in the 1930's steadily became more and more focused on the display business in the 1960's and 1970's, eventually changing to Keystone Display. In 1993 John Streit purchased Keystone from John Havlis, son of founder Jack, and since then Keystone has continued to invest heavily in production capabilities as well as design services. Keystone has the

ability to go from initial concept to finished product, doing it all in-house. It's at that point where they turn to L&M.

Not surprisingly, custom displays don't easily slide into standard cartons. "Kevin Devaney and the design team back at L&M do an outstanding job of developing cartons and pads for items that are difficult to package." It's a partnership that actually predates Streit's ownership. "When we purchased Keystone in 1993, Kevin was already established as our 'go to' carton vendor. John Havlis, the previous owner, was very demanding but Kevin had earned John's trust and respect."

In addition to developing customized corrugated solutions for Keystone, L&M provides additional services to make their business run as smoothly as possible. "L&M is extremely responsive to our scheduling and (continued on back)





INDUSTRY HIGHLIGHTS

After more than two years of unchanged prices, North American containerboard producers rolled out \$50/ton price increases on linerboard and medium for customers with various effective dates in August.

Source: *RISI Pulp & Paper Week, July 20, 2012*

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Customer Service Visits Corrugator Plant as Part of L&M's Education Initiative

L&M Customer Service representatives Tonya Pagenkopf and Dina Palma joined Operations Manager Steven Lopes for a tour of a local corrugator. "We've always believed in the value of education and training, and so it makes perfect sense for key people like Tonya and Dina to get an inside look at how corrugated is made."

The three L&M team members toured the plant on July 17th. "For me personally, it's very helpful to get a behind the scenes look so I can better understand the supply chain from paper mill to corrugator to sheet plant, and finally, to our customers," remarked Pagenkopf. And although he has been there many times, "I always learn something new when I take a tour," added Lopes.



Tonya Pagenkopf (L) and Dina Palma

Keystone Display, cont.

shipping needs. They expedite orders, helping us meet short lead times, and have even worked with us to split carton shipments to our plant on blanket orders so we can deal with heavy space demands. L&M has also provided storage services for us on occasion, enabling us to deal with fluctuating finished product volume."



That type of partnership requires more than an ordinary vendor-customer relationship. "We think of Kevin as part of the team here at Keystone. He is extremely responsive, personable and committed to working with us. Last year, when we had a family open house, it was natural for us to invite Kevin and his wife, and they courteously accepted. They even served as judges for the children's Halloween costume contest."

For more on Keystone complete with examples of how they meet their customer's needs go to www.KeystoneDisplay.com