



Kendall Packaging Innovates for Customers' Success

The Preferred Source for Flexible Packaging Solutions Brings High-Quality Pouch Converting in House with the Installation of CMD 760-SUP



Since 1948, Kendall Packaging has been serving the packaging industry with a passion for delivering more value, and by offering best-in-class quality, best on-time delivery and best service. A clear vision guides their business and behavior: to be a positive social and economic force in all communities they serve, to the benefit of their customers, employees, and suppliers.

The company has very carefully built an impressive infrastructure including facilities, equipment and the commitment of industry partners, who contribute subject-matter expertise, experience and consultation. Kendall is artfully leveraging the best that their supplier-partners have to offer to deliver amazing value to their customers.

“We go the extra mile to take care of our customers,” says Russell Schneider, Chief Operating Officer. “We build our relationships with supplier-partners, whom we expect to be experts in their field and true consultants when we are faced with any challenges related to their portion of our process.”

CHALLENGE AND OPPORTUNITY

Ensure quality and delivery promises for all pouch customers by bringing pouch converting in-house.

SOLUTIONS

Game-changing technology and aligned company values with new OEM partner, CMD Corporation.

FUTURE GROWTH

Modular system allows for the addition of capabilities as customer and market needs require.

Kendall's Russell Schneider, Eric Erickson III, Tim Brucker and Nathan Friedl stand near the CMD Stand-Up Pouch System, installed in 2020 in the firm's Jefferson, Wisconsin facility.



The Kendall Difference

Kendall's abilities exceed most packaging companies for the simple reason that investing in advanced technology specifically chosen to deliver the best value to its customers has been a strategy which management has embraced for a good portion of the company's history.

"For a company of our size, the array of state-of-the-art converting equipment we have invested in is impressive," says Michael Sallmann, Chief Financial Officer. "We are acquiring the latest and best-proven technology for everything from printing presses, to cold-seal roll stock, to pouch converting."

Kendall has refined and advanced its processes to focus on specific critical needs of its customers.

It has grown intelligently – including mirror-image production plants in Jefferson, Wisconsin and Pittsburg, Kansas – building in the security of redundant equipment and processes to ensure customer delivery and satisfaction. The company is self-sufficiently vertically integrated, and excels at film converting, including all the complex processes associated with printing, laminating/coating, and slitting.

"We do better. We are willing to do extra; we invest in technology that supports that promise through reliability, efficiency, and exceptional, consistent product quality," says Schneider.

Challenges

Kendall's customer-centric formula helped to grow the business to the point where strategic decisions were required. In order to continue to meet and exceed customer expectations, particularly where it came to delivery, the company had to consider changes.

With the pouch market growing, customers continue to add more expectations to the plate for Kendall. The pouch converting equipment, and the OEM they chose, had to help them with this strategic imperative.

"Adding pouch converting to our capabilities gives us more options for customers, some of whom have requested that Kendall bring it in house," says Stewart Landy, Director of Marketing & Sales.

This added capability infuses a level of flexibility and speed to market which is important for specific customers, and the CMD 760-SUP gives Kendall the close control necessary for custom applications.

Adding the CMD 760-SUP won't completely change the business model for Kendall, who will still consistently use their network of co-converters.

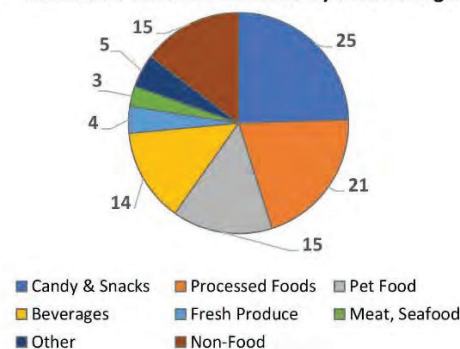


Stewart Landy
Kendall Director of
Marketing & Sales

- Demand for preformed stand-up pouches (SUPs), is forecast to increase 5.4% annually through 2022 – above total pouch demand.
 - Demand for pouches overall, (all pouch types), is forecast to increase 3.9% annually through 2022.
- Growth in all markets will be driven by brand owners' conversion from rigid packaging and from other flexible packaging to SUPs.
 - Differentiation, large billboard, quality graphics, maintain freshness, convenience features for ease of use, sustainability.

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Percent of Total SUP Demand by Market Segment



The flexible packaging industry and pouches are growing at a particularly brisk rate. This growth demands flexibility, process stability and changeover agility on the part of flexible packaging and converted pouch suppliers.

"We've built and secured strong partnerships with our outside pouch converter partners," says Landy, "and we'll continue to do so. Our partners do things we don't, they fill a vital role in the quality products and services we offer our customers."

Like Minds

When it was determined that Kendall was ready to explore converting pouches, Schneider began the process of due diligence. CMD was identified as a potential supplier among a field of pouch machinery manufacturers. Once he got in touch with Scott Fuller, CMD Pouch and Intermittent-Motion Equipment Product Line Manager, the similarities and alignment of the two companies began to unfold.

"When we first communicated, we found out each of us looked the other up on LinkedIn – and discovered we had a very interesting common background, having both worked at the same large pouch converter back in the early 2000s," says Fuller. "The more we discussed our businesses, the more the alignment, and similarities in our culture and companies emerged," says Fuller.

After the initial exploratory conversations, a trip to CMD was scheduled for the Kendall team. The visit included a tour of CMD's 145,000 sq. ft. campus in Appleton, WI – just 60 miles from Kendall's Jefferson, WI facility.

"Seeing the investment CMD makes in technology, and their people, really impressed us – it's parallel to our business model, and culture," says Eric Erickson III, Kendall Packaging President and CEO. "We talked to four different pouch suppliers: we chose CMD because we are well-aligned with their philosophy of supporting customers for life. We keep our promises; we stand by our commitments. We expect the same from our OEM partners."

At this point, Schneider handed the project over to Stuart Zeisse, Kendall's Vice President of Marketing and Sales, who was driving the project forward with a customer. Stu had more of an interest in what the machine could do in terms of offering a wide variety of pouch styles, sizes and features.

"Stu identified the products they intended to offer and sent images and/or samples of different pouches for me to evaluate," says Fuller. "When he was comfortable that the machine could handle the majority of the pouches he was going after, he brought in Nate Friedl, their Operations/Manufacturing Manager, to discuss more technical issues, as well as the logistics of delivery and set-up."



Stuart Zeisse and Eric Erickson III, Kendall Packaging, in front of the 760-SUP with Scott Fuller, CMD.

Dave Weber, Midwest Area Sales Manager, and Kendall's account manager for the initial customer, asked if CMD would be able to run machine samples to test at the customer's filling facilities.

CMD complied, and Fuller volunteered to attend the trial with them, to offer assistance if there were any processing issues, as this was an area of experience and expertise for him.

"Kendall is a very nimble organization," says Fuller. "Inside of a month, I had met with, and got to know their key stakeholders - from the president of the company to the maintenance manager. Like me, Kendall recognized the connection with CMD and the alignment of our cultures and philosophies."

And when they determined CMD was the right partner for their expanding capabilities, they moved quickly. Completing the order, taking delivery, installation and training, in three months, and adding a second shift and more customers within the first quarter of production.

"Kendall has significant potential to become a major supplier of stand-up pouches in the market, and we are well-positioned to be the partner supporting that growth," says Fuller.

State-of-the-Art Converting Technology

"CMD has been involved in designing and manufacturing pouch converting systems for more than half of the 40 years we have been in business in Appleton," says Fuller. "Our focus has always been on intelligent technology and 360-degree consultative support."

This means that CMD has developed some unique, patented features with rich benefits in high-quality, high-performance systems.

"Not everyone owns a CMD," says Fuller "which means the value delivered by our systems is not commonplace. It's not a commodity machine."



Scott Fuller, CMD and Eric Erickson III, Kendall Packaging, discuss a pouch converted on the 760-SUP.



The CMD 760 Stand Up Pouch System was selected to provide Kendall with the flexibility and reliability to meet customer-specific requirements.

The 760-SUP Stand Up Pouch Converting System offers advantages that are laser-pointed at bringing significant value to serious pouch converters. Coined "the Profit Advantage," the system is designed to optimize existing processes by slashing downtime and scrap, and offers unique, built-in analytics to ensure consistent product quality.

Amazing Changeover Times

Quick changeovers are very important for Kendall. Everything done at Kendall, including the equipment they buy, must align with their expectations for quick changeovers/set up.

"We can't have equipment go down," says Friedl. "We stage it so that when we finish one job we roll right to the next job. Machines bring value only when they are up and running."

The 760-SUP was designed with specific time-saving set-up features, including tool-less die changes; automatic, perfect alignment of zipper seal and guides; precise, reliable web control and non-impact splicing; and step-in frame for quick and easy adjustments.

Customers have ever-changing needs and requirements with their scheduling. Kendall needs to flexibly respond quickly to their urgent needs.

"We must have the agility for quick runs for smaller quantities, as well as high speeds for long runs, and the flexibility to break into our own schedule to meet a customer's sudden need," says Friedl.

Kendall is hard-wired to respond to those needs and support their customers in any way possible. Investing in the 760-SUP System completely supports their ability to deliver on this promise.



The CMD 760 Stand Up Pouch System design allows for die changes within minutes, significantly reducing downtime and waste.

Easy to Use – Quick to Learn

Kendall is committed to supporting their employees and providing their team with the tools and technology that makes it easier and faster for them to meet stringent quality and delivery expectations.

The new CMD pouch system is truly easy to operate, so much so that Kendall was amazed at the speed with which their operators learned the system, dialed it in and began production with their first customers.

"The machine is designed so operating is very intuitive," says Kyle Clarke, Pouch Department Lead. "Simple and quick adjustments and thread-ups make a huge difference."



A bright, intuitive color touch screen interface with clear visual cues allows for simple, and accurate operation of the 760-SUP. Nate Friedl and Kyle Clarke, Kendall Packaging

Robust Precision

Kendall isn't going to compromise when it comes to quality.

"We need verifiable reliability – our end users require 100% consistency in seal integrity with no leakers," says Friedl.

"I'm sometimes asked what we mean by, 'Robust Precision,'" says Fuller. "We're delivering a new level of process stability to our customers, where structural design integrity is combined with precise, accurate adjustment mechanisms to dial in repeatable performance."

When Kendall visited CMD prior to the machine purchase, the company's commitment to proving the performance of specific aspects of the machine was impressive.

"They had seal bars in their Advanced Engineering Analytics Lab that have been running consistently for two years," says Schneider. "There is an incredible amount of science and testing that goes into the development and commercialization of their technology."

Results

The robust and flexible CMD machine is designed to adapt to future expansions, as Kendall grows in the market and customers ask for different features. Best of all, it has delivered – in a very compressed time – important capabilities that precisely match customers' requests.

"We now have the ability to control everything in the process under our roof – we actually print, laminate, slit and make the pouches in our facilities," says Dave Weber, Midwest Area Sales Manager. "The minute people hear that we can offer this one-stop shop, there is a huge sigh of relief."

Kendall has ramped up quickly – running two five-day shifts and entertaining keen interest from customers.

"Our team has been incredible," says Friedl. "They've hit the ground running, have been invested in the success of in-house pouch production for Kendall and have dedicated themselves to learning the machine and operating it efficiently. Their highest priorities are the quality and delivery expectations of our customers."



The 760-SUP is designed with precise adjustment tools to support Kendall's stringent quality requirements and standards.



The Kendall Packaging Pouch Production Team - left to right: Blake Vesper, Cordell Beck, Yanet Ramirez, Ty Biederman, and Kyle Clarke

The Partnership Continues

CMD and Kendall will continue a strong partnership, including collaborating on the conversion of pouches from new and sustainable film blends.

Live virtual demonstrations of the CMD 760-SUP were streamed at Pack Expo CONNECTS. Live and virtual demos feature two types of film from Kendall Packaging, including a recycle-ready substrate.

Contact Us

Virtual and In-Person Equipment Demonstrations can be arranged via scott.fuller@cmd-corp.com.

For more information regarding Kendall Packaging products and services, contact Stewart Landy, Director of Marketing & Sales: stewart.landy@kendallpkg.com



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