



# FROM DENIM TO DONUTS:

## A BRIEF HISTORY OF EL PASO PAPER BOX

PRESENTED BY: PAUL MALOOLY, PRESIDENT & CEO



# BEFORE THE BOX

Born and raised in El Paso, TX

Paul graduates from UTEP with a degree in business

Enters commercial real estate business

Joins family manufacturing business

Sells business to a division of Wal-Mart

Sells commercial real-estate business

Backs a friend in a commercial print business

# THE DENIM PART

Business is based on supply of pocket flashers to the jeans business

At one time El Paso was the denim capital of the world

As factories left for China, business dried up

Paul buys out partner and takes full control

Enters the packaging space





# THE FIRST LOCATION

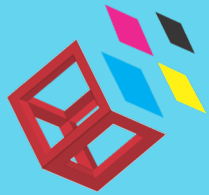
First location is a very small 5,000 sq.ft. space

Had 1 4-color press, no coater

1 die cutter and 1 gluer

Recognizes need for more space and moves to larger quarters





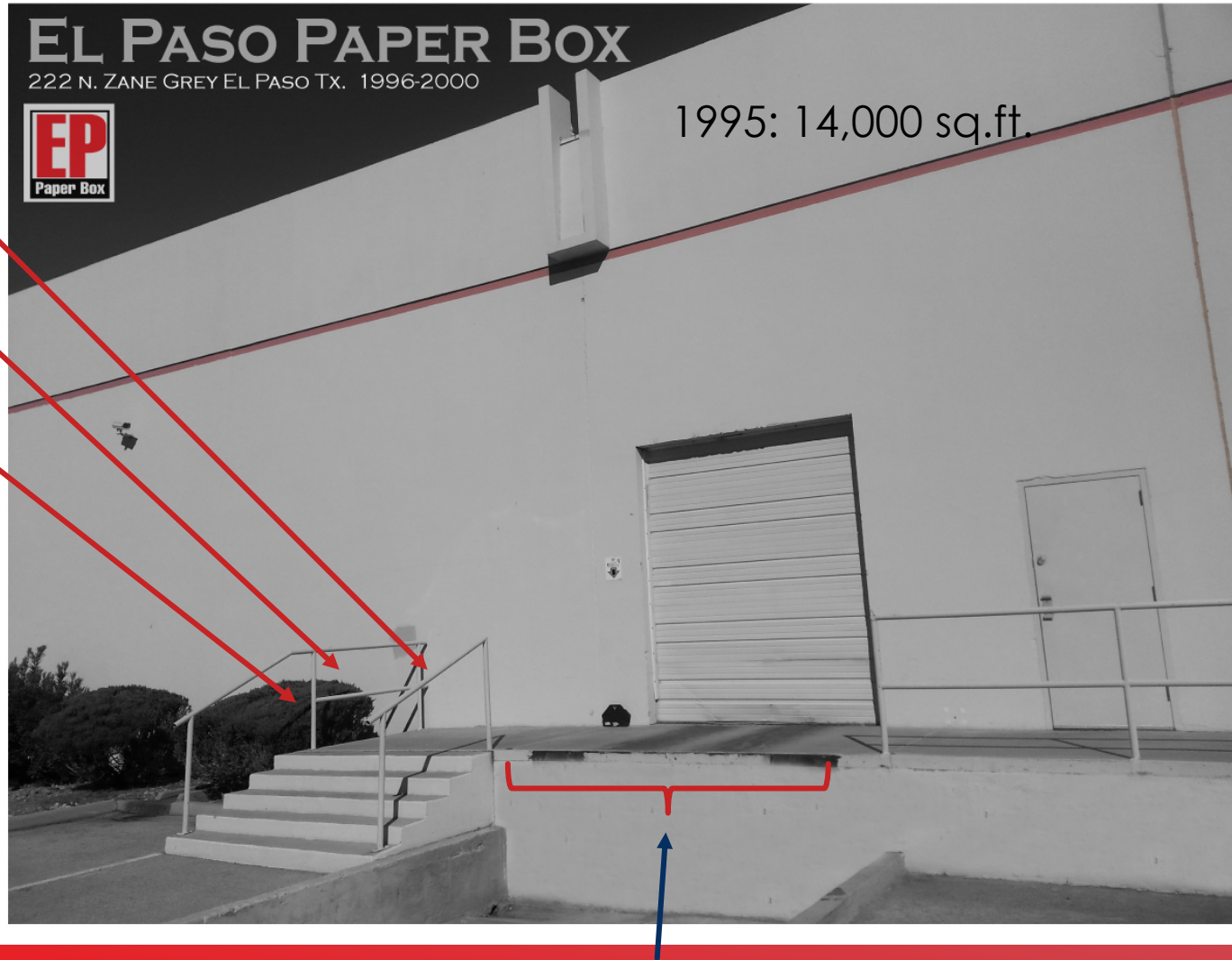
**El Paso**  
**PAPER BOX**

# THE SECOND LOCATION

Employee lunch room

Employee break room

Conference room



Beer drinking area (Fridays only!)



# THE EARLY DAYS

Started with 8 employees

5 of them still with the company!

Had no automation at all

Did layouts by drawing an open box on a sheet of board

One of the 1<sup>st</sup> big accounts was Sony – making VHS sleeves



# MORE FROM THE EARLY DAYS

In the 90's, SONY was the largest manufacturer of electronics

Our business soon branched out into CD Sleeves, 3.5" Floppy Disk boxes

By 2003 it was all gone as the world moved to digital

Company pivots into food packaging and furnace filter frames

In 1999 Smurfit-Stone closed a folding carton operation in El Paso

As a result continued growth forces another move

# A NEW HOME – THIRD LOCATION

2000: 55,000 sq.ft.





# CONTINUED GROWTH

Becomes a more fully-fledged company

Hires several people from the Smurfit plant.

Staffs up with CSR's, QC, Pre-Press and others.

Joins the Independent Carton Group in 2001

Buys 2 used 8-color Komori's

In 2002, RockTenn closes El Paso plant, creating more opportunity

Achieves ISO Certification in 2002

# THE DONUT PART

Company buys a window machine

Enters the bakery box business for several  
large grocers in TX and AZ







# ANOTHER MOVE

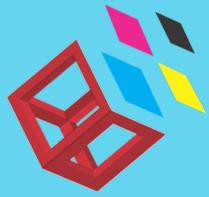
Combination of an offer on existing property and continued growth  
create need for more space

Locates an ideal property on 6.5 acres

Building has 105,000 sq.ft.

Room for more growth

Upscale industrial park, 5 minutes from airport



**El Paso**  
PAPER BOX

# OUR CURRENT HOME







# EPPB TODAY

140 Employees

A G7 Master Printer

All operations under 1 roof

Recertified ISO 9001: 2015

Pending SQF Certification

Bobst FolioStar installing right now



# IF YOU ONLY REMEMBER TWO THINGS FROM MY PRESENTATION, THEY SHOULD BE:

1. Find a niche and make it better!
2. Opportunity is always there, you just need to dig hard to find it!



# WHEN YOU GET BACK TO YOUR OFFICE, THE TWO THINGS YOU SHOULD DO ARE:

Don't say "Why me?" Say "Why not me!"

Never give up!



THANK YOU!