

25 Years

OF PACKAGING SUCCESS



Charta Packaging has celebrated many Golds for their prize-winning corrugated cardboard packaging, but this month the company officially celebrated a Silver milestone - marking 25 years of packaging success with an official function at the company's Hutt Valley plant.

Among the guests was Kiwi raconteur, Gary McCormack as MC; Hon Trevor Mallard, MP for Hutt South; John Terris, Mayor of Hutt City, and customers, suppliers and associates of Charta - including the "enterprising" bank manager who supported the company from its inception, Charta's longest-serving employee of 25 years, Rod Russell, and founder, John Winlove. As part of the celebrations, guests were given a tour of the plant to view the latest high-tech equipment recently purchased and commissioned to mark the 25th anniversary.

One of the few remaining privately-owned companies in the corrugated cardboard manufacturing and packaging industry, Charta was formed in 1978 by John and Jill Winlove. With an initial staff of four, Charta began supplying corrugated cardboard boxes to Resene Paints - one of their first clients - from premises in Wakefield Street, Lower Hutt.

Speaking at the celebrations, John Winlove - who is still a current shareholder and director - recalled that in the early days everyone had to cover the entire gambit of management and production roles, which included him making both sales calls and deliveries in an old Cortina.

"The old Cortina went long ago but I know that Charta's "family" business philosophy and values remain pivotal to how Charta does business," said John Winlove. "Our focus continues to be on providing high customer care, quality product, consistency and delivery."

By 1990 the company's growth in business, staff and equipment advancements, necessitated a move into the current premises - the 50,000 square ft plant at Gracefield. Currently Charta employs around 100 people in four locations - Auckland, Hawke's Bay, Hutt Valley and Christchurch - with a collective 625 years of experience and expertise among them.

Congratulating Charta on its achievements, Hon Trevor Mallard, MP for Hutt South complimented the company on having shown its ability to adapt to the modern fast-paced world over the years, both by its readiness to adopt new technology and its flexibility around delivery.



"As a company, it is leading the change towards smaller and smarter," he said. "Charta has been described as a "quiet achiever" and packaging itself is a product often underestimated. Nevertheless, quality packaging is essential if New Zealand businesses are to succeed both overseas and domestically."

"I believe Charta excels in the requirements for a successful New Zealand business."

Technology has been pivotal to Charta's success story and growth over 25 years. Carefully planned upgrades of equipment and advancements in technology have taken Charta's production abilities and capacity to new levels. And the 25 year milestone has seen the company continue to invest in the future with state of the art machines that will further enhance efficiencies in capacity and quality.



TOP: John & Jill Winlove cutting the Charta cake.

ABOVE: John Winlove & Trevor Mallard

RIGHT: John Winlove, Trevor Mallard, Richard & Shelly Stokes



CHARTA PACKAGING LIMITED

20-30 Bell Road South, Gracefield, Lower Hutt

Freephone 0800 CHARTA (242 782) Ph: 04 569 3242 Fax: 04 569 4888

email: info@charta-packaging.co.nz