



GÖPFERT AND MCLEAN - A STORY OF SUCCESSFUL FRIENDSHIP



The relationship between Göpfert and McLean Packaging dates back to the early 2000s and it was very early on in the relationship that both companies found a mutual respect and admiration for each other's business. Both companies are independent multi-generational family run companies. McLean Packaging was founded in 1961 and now over 60 years later, Joe Fenkel (CEO) and his son Stuart (President - Corrugated Division) are leading the company to new heights in folding carton, rigid box and corrugated packaging. Establishing relationships with vendors and

suppliers that offer high quality products with core company values is a key component for McLean Packaging.

In 2002, Göpfert and McLean Packaging collaborated on their first machine installation, a 7-color Göpfert Evolution. At this time, Göpfert was well established in Europe, but had yet to break into the United States. Joe and Stu Fenkel, along with Karl and André Göpfert, all saw the potential that this first installation could do for both companies and this investment would pave the way for three more Göpfert machines for McLean Packaging in the

past seven years. "André and I immediately hit it off when we first met. We were young and both positioned to help each of our companies grow into the future," states Stu Fenkel.

In 2016, McLean Packaging installed the first 8-color HBL Göpfert Evolution. This machine helped launch McLean into the new heights of high end direct printing. Automatic print registration, Ph/temp/viscosity controls, anilox roll quick change, full sheet inspection system and Duecker bundle breaking allowed McLean to expand their business and customer mix.

Ed Nusslein, General Manager of McLean's Corrugated Division, says, "Making these types of investments is not an easy decision, but when you are partnered with a company like Göpfert, it makes the decision a lot easier to make. Since 2002, Göpfert has stood by their products and have always provided exceptional service."

McLean was committed to pushing the boundaries of direct print onto corrugated and had the support and confidence of Göpfert to go where no other box maker had been before. Nusslein continues, "For the past seven years, our leadership, employees and suppliers have all pushed towards the same goal each and every day and we are extremely proud of our achievements in direct print."

The post-pandemic e-commerce boom would see McLean Packaging and Göpfert collaborate on another 8-color Evolution. This machine would be one of the first new machines from Göpfert that would provide top and bottom printing in one pass. This machine was installed in 2020 and features two top print stations, six bottom print stations and a dual die cutter. Built for speed and quick set ups, this machine helped McLean add the needed capacity to increase their customer base.

"Our decision to go with another Göpfert machine was an easy decision for us," adds Stu Fenkel. "We knew as we ventured into two-sided printing that Göpfert was the easy choice. Proper training, service and continued support from Göpfert gives us a tremendous amount of confidence."

Common functionality between

the 2016 and 2020 machines allowed for quick training, while all tooling was fully compatible. In the last five years, McLean Packaging has received numerous industry awards for their direct print capabilities. Nusslein continues, "Being recognized by our peers in the industry for the printing we have produced over the years is a tremendous honor".

The need for additional direct print capacity was again a priority for McLean and they looked to Göpfert again. In May of 2023, McLean Packaging and Göpfert will celebrate their fourth installation and this machine will be their biggest machine yet; a 9-color HBL Evolution with two top print stations and seven bottom print stations along with the other options Göpfert offers to provide the high quality printing that is now standard at McLean.

The partnership that Gopfert and McLean have established is one built on trust, loyalty, service and great employees. Stu Fenkel confirms, "Through all these efforts

between our companies and with the advancement of flexo printing technology, it is critical we provide the proper training to our employees. Educating our employees is paramount for the future success of McLean Packaging".

Commitment to Education

In 2022, McLean Packaging started laying the groundwork for their McLean CARES Program. This is a program with education at its core and will have many facets of which will have positive impacts on our community, employees and customers. CARES (Community, Academics, Responsible, Educating Employees, and Sustainability) is a top-down commitment from McLean's ownership and leadership team to make a difference. "Our company over the years has done many things that we are proud of for our community and employees, but we did it without a true plan and path forward. McLean CARES gives our company the blueprint to really





Göpfert facility in Germany.

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make positive changes inside and outside our organization,” says Stu Fenkel. “Our McLean Scholarship Fund was the catalyst for the CARES program which awards annual college scholarships to McLean employee’s children.”

“This commitment to our employees from the Fenkel family is truly remarkable,” explains Nusslein. “The compassion that our owners show to their employees is unmatched and the Scholarship Fund truly exemplifies the love McLean Packaging has for our employees’ families.”

Charitable contributions and involvement to local communities, safety and quality initiatives, employee training, and commitments to ethical, social, and environmental standards will also be at the forefront of the McLean Cares program.

Stu Fenkel adds, “At McLean, we are passionate about our CARES program and excited we are making organized and concise

efforts to support the world around us. We hope to make education a reality in more people’s lives as we continue to do our part for both the environment and the community around us.”

André Göpfert concludes,

“McLean Packaging invests for long term success and it is evident in the machinery they purchase, the suppliers they partner with, and their continued investment into the biggest part of their infrastructure - their employees.” ■



All or nothing.

Is it possible to be partially successful?



No. Success is a long chain. It begins with the vision of a design that does more. Then comes the development. Finally, the long road from prototype analysis to the running machine. Absolutely every detail must be perfect for the vision to pay-off. Göpfert assumes full responsibility for every step.

Yes it is more expensive to pay meticulous attention to every detail. But it is also beneficial. Only in this way, the Göpfert way, are machines developed that achieve more, run longer and are profitable throughout their life.



The Göpfert Evolution HBL:
The detail is the difference that pays off.

