



# Head of the Class: The First *CM&P* Honor Roll



By: Jordan Brandes

**C**ontract Manufacturing & Packaging would like to introduce you to our inaugural Honor Roll. While we write about best practices in contract manufacturing and packaging, we also want to honor companies that embody those best practices. That is why we have created the Honor Roll. Each year, we will profile top contract manufacturing companies as well as top retailers and consumer goods companies. A good relationship with retailers and consumer good companies is crucial to the success of any contract manufacturer so we felt it only right to include them on our list.

The Honor Roll was determined using a variety of cri-

teria including how long a company has been in business, its number of clients and whether it maintains good ethical standards and quality control. *CM&P* asked industry experts to nominate those they felt met our selection criteria.

You will notice a list of Honorable Mentions below the Honor Roll itself. These were selected via a survey of members of the Solon, Ohio-based Efficient Retail Marketing (ECRM) database of manufacturers and a number of industry analysts.

Any company can be considered for this achievement, whether big or small, so next year you may see your company here. Until then, we hope you can learn valuable lessons from this year's companies.



## CM&P Honor Roll

### Manufacturers

#### **Creative Werks**

**Years in business: 10**

**No. employees: 50 (temp staff of 300)**

**Headquarters: Bensenville, Ill.**

**Office in Hong Kong**

**Key Staff: Steve Schroeder, president**

**Website: [www.cwerksglobal.com](http://www.cwerksglobal.com)**

The Bensenville, Ill.-based creative werks, llc designs, manufactures and co-packs for numerous high-profile clients in the contract manufacturing industry. The company maintains SQF 2000 III food-grade clean rooms that allow for both automated and manned labor.



**Creative Werks, LLC displays a variety of its products.**

The company provides its employees with language training and other classes so that each member of the staff develops a global business perspective and the ability to communicate effectively. "The best part of this job is finding great people to work with," says president, Steve Schroeder. "What makes going to work fun is knowing that you are surrounded by a good set of people."

Food safety remains the company's number one priority as the entire operation maintains strict quality control procedures. Upon entering the manufacturing section all employees must put on laboratory coats, wash their hands and then walk on to a mounted camera that photographs each person as they enter the facility. A camera is also mounted inside the production area so that clients can watch their product's progress in real-time. This helps to ensure trust between both the client and creative werks.

#### **P.J. Noyes Company, Inc.**

**No. of employees: 95**

**Years in Business: 143**

**Key Staff: David Hill, president,**

**Dennis Wogamen, CEO**

**Locations: Lancaster, N.H.**

**Website: [www.pjnoyes.com](http://www.pjnoyes.com)**

The Lancaster, N.H.-based pharmaceutical company manufactures nutraceuticals, over-the-counter pharmaceuticals, homeopathics, dietary supplements, personal care products, and veterinary products. Though the company specializes in chewing tablets Noyes is also well known for its multi-phase liquid batch processing. The company's facility is equipped to handle numerous client orders from prototype to shelf.

"While many manufacturers have seen a decline in business, or have had to move operations overseas, Noyes' sales have consistently grown year to year over the last five years, with some years showing double digit growth," says David Simpson, business development manager.

This has allowed PJN to provide steady, full-time employment to more than 90 employees, many of whom have been with the company for more than 10 years, explains David Simpson, business development manager.

The company works with about 30 steady customers, and manages more than 400 SKUs for these companies. On average, five to eight new customers, from start-ups to established Fortune 500 companies, start projects with PJN every year. PJN has been providing turn-key, contract manufacturing and packaging services to customers in an FDA registered, cGMP compliant (21CFR 110, 111, 210, 211) HUBZone certified facility - in Northern New Hampshire. Our focus has been in OTCs, Dietary Supplements, Health/Beauty Care, and Vet/Pet products in liquids, lotions, creams, gels, compressed tablets and more recently - capsules, according to Simpson.

When asked for the secret of Noyes' long-term success Simpson passed along these key points that every contract manufacturer should follow:

*Communication-* Always keep communication open ▶



## HONOR ROLL



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between manufacturer and customer, even for bad news, it shows trust.

*Hassle free-* A contract manufacturer should always try to keep the business process as smooth as possible for the client.

*Experience-* The more experience a company has, the better equipped it is to handle a client's problems.

*Attention to Quality-* Cost is important but should never outweigh quality as a priority.

*Punctual-* A contract manufacturer should have a commitment to a customer's time frame and make sure a project is finished on time.

### **Carl Buddig & Company**

**No. of employees: NR**

**Years in Business: 125**

**Key Staff: Robert J. Buddig, chief executive officer; Dan Wynn, chief operating officer;**

**Location: Homewood, Ill.**

**Website: [www.buddig.com](http://www.buddig.com)**

**Brands: Buddig Original, Deli Cuts, Fix Quix, Old Wisconsin.**

Illinois-based Carl Buddig & Company manufactures and distributes deli meats to retailers all over the country. With four brands of meats and cheeses, Carl Buddig's products are available in the United States, Puerto Rico, and Canada, and are sold at such retail food outlets as Kroger, Albertson's, Safeway, Food Lion, Giant, Roundy's and others.

The company has philanthropic division as well. This summer Carl Buddig & Company partnered with the Reading is Fundamental (RIF) for the "Be a Reader" campaign dedicated to raising over \$100,000 for donation to children's literacy programs.

Like Aldi this is not the first award that the company has received. In 2004 the company received the "Supplier of the Year" award from Eden Prairie, Minn.-based grocer Supervalu. The supplier earned the award after the successful launch of Supervalu's Farm Fresh store brand supplied by Carl Buddig & Company.

### **Retailers**

#### **ALDI USA**

**No. of employees: 20,000**

**Years in Business: 98**

**Key Staff: Jason Hart, co-president; Charles Youngstrom, co-president**

**Locations: 9,500 stores worldwide**

**Website: [www.aldi.com](http://www.aldi.com)**



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Though based in Germany the U.S. branch of this private label grocer can be found in Batavia, Ill. The grocer partners with some of the top name contract manufacturers and suppliers in the country to bring customers high quality private label products. The chain carries almost exclusively private label with 95 percent of premium products sold under the Aldi brand name. By keeping most items private label, the company is able to lower the price of merchandise for customers and still maintain a high level of quality.

Aldi emerged as the affordable price leader beating out its competitors, a recent survey by MarketForce Information, a Louisville, Colo.-based market research firm states. The ranking came as a result of the company's ability to deliver on consumer expectations. Aldi also manages to meet the consumer's need for convenience of location, which 57 percent of consumers cited as a key factor. Fast service at the register also helped the grocer score higher with consumers than nine other competitors, the study found.

This is not the first time that the company has been awarded such an honor. In 2009, CM&P's sister publication PL Buyer named Aldi its Retailer of the Year for its no-frills approach to giving consumers high-quality store brands.

"Each product represents the best in its category," Joan Kavanaugh, Aldi's former vice president of corporate purchasing, told PL Buyer. The chain currently carries more than 118 store brand products nationwide.

### **Honorable Mentions**

#### **Fair Oaks Farms, LLC**

The Pleasant Prairie, Wis.-based company manufacturers



custom meat products for a variety of companies around the world. The company produces ready-to-cook, or fully cooked beef, pork, and poultry products.

Fair Oaks offers sausage patties, links and crumbles, bacon strips and bits, hot dogs and smoked sausages, ready-to-cook beef patties, fully-cooked beef patties, pork ribbettes and chopettes, Salisbury steaks, and meat loafs, as well as chicken breasts, strips and nuggets. It exports its products to Canada, Germany, Hong Kong, Japan, Mexico, South Korea, Singapore, Taiwan and Thailand.

### **Jel Sert**

For more than two decades, the West Chicago, Ill.-based company has provided manufacturing, warehousing, quality assurance and management to a variety of clients around the world. It works specifically with powder blending, powder filling, bulk liquid processing, blow fill seal, flexible tubes and stand-up pouches.

All department managers have extensive experience in food-processing and pharmaceutical manufacturing environments. The company has built an infrastructure of personnel and expertise that supports complicated processes and requirements for food and pharmaceutical customers, private label and consumer healthcare.

### **Richelieu Foods, Inc.**

The Randolph, Mass.-based Richelieu Foods, Inc. provides contract manufacturing for private label foods nationally. With manufacturing warehouses in Wisconsin, Iowa, Ohio and Illinois, the company is one of the country's leading manufacturers of retail frozen pizza and retail/foodservice dressings and sauces.

### **Clement Pappas**

The Carney's Point, N.J.-based juice manufacturer makes canned and bottled apple, cranberry, and other fruit juices, as well as cocktail mixers and canned cranberry sauce. Released under its Ruby Krist and Grown Right brand names Clement Pappas products can be found throughout the United States and Canada.

### **Ahold USA**

The Quincy, Mass.-based grocer oversees 730 supermarkets around the country. The company operates in four divisions: Stop & Shop New England, Stop & Shop Metro New York, Giant-Landover, and Giant-Carlisle, each with its own support business. Its online grocery delivery service Peapod serves Giant Food and Stop & Shop customers in select markets.

### **Target Corporation**

The Minneapolis, Minn.-based discount chain operates more than 1,750 stores around the country and since the recession ended, the company has been expanding into grocery services.

It offers household essentials, including electronics, music, computer software, and toys; apparel and accessories, jewelry, and shoes; home furnishings and decor consisting of furniture, lighting, and kitchenware, as well as seasonal merchandise; and food and pet supplies primarily under Target and SuperTarget trademarks. It also sells its merchandise under private-label brands, including Archer Farms, Archer Farms Simply Balanced, Boots & Barkley, Choxie, Circo, Durabuilt, Embark, Gilligan & O'Malley, itso, Kaori, Market Pantry, Merona, Play Wonder, Room Essentials, Smith & Hawken, Sutton and Dodge, Target Home, Vroom, up & up, Wine Cube, and Xhilaration.



### **Publix**

Years in Business: 81 (Sept. 6, 1930)

Retail Banners: Publix Super Markets, Publix GreenWise Markets and Publix Sabor

No. of Employees: 147,500

Location(s): Operates in five states, Florida, Georgia, South Carolina, Alabama and

Tennessee. Headquartered in Lakeland, Fla.

Key personnel: Todd Jones, president; Ed Crenshaw, CEO.

Store Brands: Publix, Publix Premium, and Publix GreenWise, along with Publix Deli and Publix Bakery. ■