

Local Growth: Minnesota Corrugated Box

A Legacy of Quality, Customer Service, & Innovation



INTRO

Minnesota Corrugated Box, Inc. in Albert Lea, MN is a manufacturer of corrugated boxes, point of purchase displays and packaging solutions. In short, they make boxes for other manufacturing companies. They pride themselves on their attention-grabbing displays and innovative packaging solutions.

HISTORY

Richard (Dick) Krebsbach spent several decades in the box industry before co-founding Minnesota Corrugated Box, Inc. in 1983. Dick recognized the opportunity for success in the industry as well as success in a site located in Albert Lea, MN – at the intersection of Interstates 35 and 90. In 1988, Dick became sole owner in MCB and began his multi-decade position as Chairman and CEO. During his tenure, and with his foresight, this Albert Lea company became the success it is today. After Dick's passing, Thomas Krebsbach assumed the role of CEO with Dar Nelson, Jeff Hareid, and Megan Gentz as the executive team. They have continued the legacy of quality, customer service, and growth that Dick created.

MCB's first location included 30,000 square feet of production space. In 1996 they outgrew that facility and built a 215,000 square foot building in the Northaire Industrial Park. This building was built oversized with the vision that they would slowly grow into it and would not have to add square footage later. However, in 1998 they added another 30,000 square

feet and in 2002 they added another 30,000 square feet. MCB now employs more than 150 people in their 275,000 square foot state-of-the-art facility and converts more than 700 million square feet of corrugated board per year.

In May of 2016, the company was acquired by Pratt Industries, the largest privately owned packaging company in the world. They have retained all employees and intend to grow the company even further.

QUALITY, CUSTOMER SERVICE, INNOVATION

MCB serves over 700 customers in Minnesota, Iowa, Nebraska, South Dakota, and Wisconsin. To stay competitive in the corrugated industry, MCB has set a course with several key objectives that set them apart and make them the easy choice for customers.

For MCB, success starts with the people – their claim to fame includes having the best people equipped with the best machines to create exceptional products delivered on time with the greatest of care. MCB started with 12 employees. Today, there are over 150 and 60% of those employees have been with the company for 10+ years. MCB values their people and describes company culture as family oriented.

Having the right people is a great place to start for any company, but it's what your people can do that sells your product. MCB's technology is known as a cut above the rest. Their high-tech machines and radio frequency scanning allow them to offer online ordering and tracking, large or small quantities at competitive prices, Just-In-Time delivery using their own fleet of trucks and Mobile Force technology that gives customers advanced shipping notices, signed deliveries, and electronic invoices – increasing communication and reducing paper waste. These state-of-the-art machines, with an average age of 5 years, allow MCB to perform lean manufacturing to improve quality, eliminate waste, and reduce time and total cost.

It's these efficiencies and advantages that keep customers coming back. Customer focus is a priority at MCB,

"It doesn't matter if you're our number one customer or you're a smaller one, we always do what we have to do to get them out of sticky situations," says Sales Manager, Jeff Hareid.

No matter how 'sticky' the situations may be, MCB's machines and people are ready to help.

“We’re able to stay competitive because of our equipment, it’s all about set-up times and how fast you can run a machine. If we can run 20,000 boxes an hour per machine and run 3 shifts a day.... We can get a lot done,” explained Hareid.

Along with responsive and courteous customer service, MCB is known for their team of talented designers. These designers work with customers to match their specifications and come up with the best packaging solution and most eye-catching display to fit their customer’s needs.

MCB’s excellent service and products have been recognized by Hormel Foods Corp. as MCB has received their Hormel Foods Spirit of Excellence Award for 7 consecutive years. Additionally, they are FSSC 22000 certified, a rare accomplishment in their industry.

COMMUNITY TIES

Minnesota Corrugated Box has been a committed community partner in Albert Lea for many years. Their semi-trailers feature charities such as March of Dimes and Victims Crisis Center to raise awareness for worthy causes. MCB also encourages employees to give back to their community and raises a large donation to support the annual fireworks fundraiser each summer.

Many other strategic partnerships, such as those with other long-standing Albert Lea companies, have led to MCB’s success as well. MCB has had a strong relationship with the Albert Lea Economic Development Agency and has taken advantage of the assistance ALEDA can offer. MCB leased their first facility at 2200 Myers Rd. from 1983-1996 from Greater Jobs, Inc, an entity of ALEDA. When they built their new facility in the Northaire Industrial Park they purchased land from Greater Jobs, and partnered with Greater Jobs for the soil correction project (500 truckloads worth of soil correction). At that time, MCB also borrowed \$120,000 from the City of Albert Lea Revolving Loan Fund for equipment.

Creating these important relationships has been an integral part of Minnesota Corrugated Box’s growth in Albert Lea. The people of Minnesota Corrugated Box, the leadership, and the community have made a great impact on one of Albert Lea’s largest manufacturers.