



## Overview

Diamond Packaging Inc., an international designer and manufacturer of printed folding cartons, was founded in Rochester more than 90 years ago. Led for the past 40 years by Harry Voss, it is among Rochester's Top 50 private companies.

Today, Diamond is managed by the Voss family: Karla Gerrie, National Accounts Manager; Lisa Palvino, Director of Marketing; Eric Voss, Vice President of Operations; and Kirsten Voss, Vice President of Contract Manufacturing.

Based in a 90,000-square-foot facility at 111 Commerce Drive in Henrietta, Diamond Packaging employs more than 250 workers. Among its top clients are: ACM Medical Laboratory, Bristol-Myers Squibb, Celltech, CooperVision, The Gillette Co., Godiva Chocolatier, L'Oreal USA., Nalge Nunc International, and Xerox.



**Packaging for L'Oreal**

Over the past two years, Diamond has invested over \$7.5 million in new equipment including two Heidelberg presses, a Bobst diecutter, a Heiber & Schröder window machine, and a Kongsberg sampling table.

Diamond is also a member of the Global Packaging Alliance (GPA), a worldwide alliance of private packaging companies that offer services and solutions to multinational companies. The alliance offers customers the opportunity for streamlined product launches, consistent brand recognition worldwide, lower administration costs and faster time to market, as well as increased flexibility.

Diamond is also an active member of numerous professional organizations, including the Paperboard Packaging Council, Printing Industries of America, National Paperbox Association, and the Independent Carton Group.

Diamond Contract Manufacturing (DCM), the company's contract manufacturing packaging division, has a secured warehouse, provides lot code traceability and operates in a Foreign Trade Zone. The facility is ISO 9002-certified and cGMP compliant for the pharmaceutical and healthcare industries. DCM is registered with the Food & Drug Administration (FDA) for secondary packaging and labeling and its Class 100,000 clean room enables it to package a wide variety of pharmaceutical and medical device products.

DCM recently relocated, deciding to lease and renovate a 80,000-square-foot facility at 155 Commerce Drive in Henrietta. It is located just a few buildings away from its folding carton facility on Commerce Drive.

DCM serves the pharmaceutical, medical device, cosmetic, health care, photographic, and gourmet food market segments.

## **History**

Diamond Packaging was founded in 1911, converting simple paperboard boxes. Today, it serves Fortune 100 personal-care, cosmetic, pharmaceutical and photographic companies all over the world, including The Gillette Co., Bristol-Myers Squibb and L’Oreal USA.

Diamond Contract Manufacturing, its contract-manufacturing division, was founded in 1989. It is a privately held, certified woman-owned business, led by Kirsten Voss.

Harry Voss bought Diamond Packaging in 1965, when the company had seven employees and generated \$234,000 in sales. Back then, most of its clients were local bakeries and food suppliers. The company has since grown to more than 250 employees. DCM employs 60 workers, and employs upwards of 150 temporary workers at any given time.

The company joined the Global Packaging Alliance in the 1990s. The alliance is comprised of seven major packaging companies all over the world, including Europe, Asia, Australia, and Russia, as well as North and South America.

## **Situation Analysis**

Diamond Packaging last month was honored with 32 packaging awards in the 54<sup>th</sup> Annual National Paperbox Association Packaging Competition, the top packaging competition in the industry.

Among the honors won was the Folding Carton Best of Show award, for Diamond’s packaging for Dunhill Cigars products.

NPA stated that Diamond’s winning entries were “beautifully crafted and unique, and truly worthy of special recognition. Their designs are on the cutting edge of quality and innovation in today’s global marketplace.”

The Best of Show award-winning entry was comprised of all of the packaging components for Murray Sons and Co. Ltd.’s holiday promotion for the Dunhill line of cigars. The promotion consisted of six different types of cigars, each packaged three per carton. All six cartons shared similar graphics, but each cigar type called for different size components — making it a complex job. It also was done on a tight deadline — the company’s DCM division packaged nearly 55,000 cartons in just 5 days.

Diamond Packaging won two Judges Awards, 13 Gold Awards and 16 Excellence Awards as well.

Diamond Packaging was also recognized as “Best of the Best” in the 2003 Best Workplace in America awards competition, sponsored by the Master Printers of America (MPA), a committee of industry leaders belonging to the Printing Industries of America (PIA), Inc. The program is designed to recognize graphic arts companies for their outstanding human relations efforts in recruiting and retaining qualified staff, which contributes to a successful workplace. This year marks the third year in a row that the honor was bestowed on Diamond Packaging.

Among the company’s most significant value-added services is its membership in the Global Packaging Alliance, which allows multinational companies to launch products in a streamlined manner at the same time worldwide. In spring 2004, Diamond and the GPA helped Gillette successfully launch its latest razor, the Gillette M<sup>3</sup>Power™.

Diamond has participated in numerous other product launches for companies, including 3M, Bristol-Myers Squibb, and L’Oreal USA.

## **Conclusion**

Diamond Packaging is among the region’s top employers, ranking in Rochester’s Top 50 private companies. It’s grown from seven employees in 1965 to more than 250 employees today.

Its recent recognition in the National Paperbox Association packaging competition shows that Diamond continues to remain one of the most respected companies in the industry.

In addition, Diamond’s membership in the Global Packaging Alliance is just one more example of the role a Rochester-based company can play in today’s fiercely competitive worldwide marketplace.

The Rochester community is fortunate to have Diamond Packaging and Diamond Contract Manufacturing in its midst and should continue to work to keep it here.

*For more information, go to:*

<http://diamondpackaging.com>

<http://global-packaging-alliance.com>