



Livette González
President & CEO



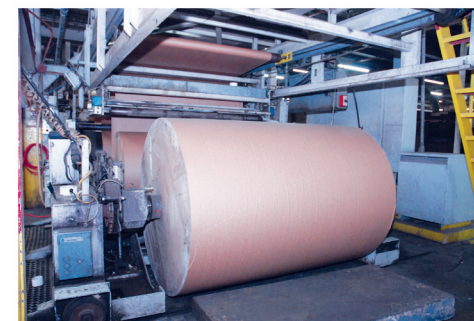
Executive Committee



Office Administration



#1 in Quality, Service, and Innovation



Sales & Customer Service Team

CORRUGATED STRENGTH OUTSIDE THE BOX

That we live in trying times is no longer news at all. But, as has been said so many times, “When the going gets tough, the tough get going.” Let’s say, “corrugated tough,” with the well-earned ripples and wrinkles of resilience. This is exactly the goal of all enterprises trying to survive and prosper in Puerto Rico’s 21st-century tough business environment.

If “corrugated strength” is what makes a resistant box carry its goods to a safe destination, that’s how **Borinquen Container Corp.** has survived, thrived and prospered through its 45 years in operation as the only native manufacturer of corrugated packaging in the island. Almost half a century of betting on Puerto Rico’s economy is a testament to the faith, loyalty and gung-ho attitude of more than 230 employees.



As **Livette González**, the brash, young and savvy CEO of this Hatillo-based manufacturer said, “Growing in this market requires constant technological innovation, the right people in the right places, and enormous creativity in reducing operating costs.”

In spite of the fact that the local corrugated market has been cut in half during the last two decades, **Borinquen Container Corp.** has been able to increase its sales by almost 50%, to \$48 million a year, maintaining for its clients, fair and stable prices, superb service reliability, quality controls, added value, a steady flow of innovative products with exceptional quality, and short lead times, while providing a safe workplace for its employees. Simply put, **Borinquen Container** thinks outside the box. And for five decades, this has nurtured its clients’ loyalty and customer satisfaction—two precious, fail-safe assets needed to survive in these challenging times.

How else do they do it? Certainly not by cutting corners, but rather, by increasing technological performance and productivity. At a time when many manufacturers are passing along costs—losing competitive edge, closing of operations and surrendering of market share—**Borinquen Container Corp.** won’t follow the regular pack. On the contrary, its capacity to adapt and innovate has allowed it to position itself as Puerto Rico’s largest independent packaging company. Particularly now, with the acquisition of a brand-new, German-built state-of-the-art BHS corrugator, which will allow **Borinquen Container** to triple its production capacity, while enhancing the quality of all its corrugated packaging. This impressive 450-foot “conga line” swallows paper rolls, rapidly converting them into the carton sheets. This state-of-the-art BHS production line is the first brand new corrugator ever installed on the island and will help **Borinquen Container** to meet all market demands for the next

25 years. Their blue-chip client roster is quite impressive, serving large segments of the pharmaceutical, industrial and food service sectors, i.e., Johnson & Johnson, Coca-Cola Bottler, Clorox, Olay LLC, Cooper Vision, Pfizer, Covidien, Campo Fresco, Congarand BASF.

Livette González and her competitive staff boast about the fact that this new industrial addition to their Hatillo’s plant will improve the strength and quality of its products, providing even more reliable packaging to their customers in a shorter amount of time. Even though this is the largest project in the company’s history, they are not slowing down and are already considering and planning future projects such as solar energy and additional improvements to production lines.

González herself is the face of the new Generation X, which will lead the way out of Puerto Rico’s economic blues. One of the few female CEOs on the island, thirtyish, mainland-educated,

wife, mother of two boys, with a two-decade hands-on experience in the industry, González had to work herself up through the corporate ladder, learning the ropes all the way as a manager trainee from the industrial conga line, to sales, marketing, engineering, human resources, middle financial management, to corporate vice president up to the top chair. Her soft voice and style combined with firm, no-nonsense executive leadership have helped her to overcome the hurdles of a working mom and take nothing for granted. González is rather the refined product of a great, enterprising pedigree and the corporate leader of a new and improved generation building upon a solid family legacy: on her own terms and merits. Under her leadership, the company has almost doubled sales, serving over 500 customers in Puerto Rico and the Caribbean. With the new BHS assembly line, **Borinquen Container Corp.** has the most technologically advanced corrugated

box plant in Latin America, allowing it to supply large pharmaceutical, electronic and agricultural multinationals, to giant food-industry producers and distributors, to moving and storage corporations, and even to small “mom and pop” stores and “colmados” all over Puerto Rico.

Thinking outside the box with corrugated strength and constant technological innovation has allowed **Borinquen Container Corp.** to grow and prosper with a sustainable business model deep into the second decade of the 21st century. It’s not rocket science. All it requires is hard work, a new way of looking at old problems and yes, lots of faith and corrugated strength. The good news here is that there is a method to a newfound progress. **Borinquen Container Corp.** as Puerto Rico’s ultimate “packer” is showing and leading the way with a graceful, firm feminine touch. One day at a time, and many satisfied and loyal customers a day! ■

