

# THIS IS GREAT NORTHERN



## GREAT EXPECTATIONS

1,400 TEAM MEMBERS IN 14 LOCATIONS ACROSS FIVE BUSINESSES ARE COMMITTED TO MAKING A DIFFERENCE FOR OUR CUSTOMERS, TEAM MEMBERS AND COMMUNITY.







# GREAT VISION

WE HELP OUR TEAM MEMBERS BE AT THEIR  
BEST THROUGH OPPORTUNITIES FOR  
GROWTH AND A SHARED FUTURE

As Great Northern has grown, so have our team members. Opportunities for personal growth and promotions are a huge part of why that growth has been possible. Take Pete Kulikowski's story for example: 23 years ago, he started in our Chicago location as a fork lift driver and now manages the wood shop at our Belvidere location. Pete's integrity, leadership, intelligence, hard work and people skills have earned him four promotions throughout his career at Great Northern.

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## DOING OUR BEST STARTS WITH FEELING OUR BEST



Wellness is the foundation of any happy, healthy and successful workforce. In addition to on-site nurses, several locations, such as our Appleton facility have on-site clinics. We also offer a Healthy Coaching Wellness Program and enhanced HSA, dental and voluntary vision coverage. That's why wellness support is available through pharmacy and medical advocacy programs, as well as a weight loss program. We're providing options so our team members can make the best available health care choices for themselves and their families.

### "SAFETY FIRST" ISN'T JUST A CATCHY SLOGAN

Safety First is a commitment to making sure we are doing absolutely everything we can do to keep our Great Northern team safe on the job. Our safety goal has always, and will always be, zero injuries.

"I DON'T JUST HAVE A JOB HERE,  
I HAVE A SECOND FAMILY ..."



## JAMIE SANCHEZ

A RESPECTED TEAM MEMBER  
IN A MEANINGFUL ROLE

As a design assistant, Jamie Sanchez is in charge of producing all design samples and shipping them to current and potential customers. She also helps create new designs and doesn't mind a challenge when doing so. "Creating new cartons, especially ones where there is something unusual or difficult that the carton needs to do is my favorite part of my job," Jamie

says. "I love the challenge of having to find creative and practical solutions to problems."

Since joining Great Northern six years ago, Jamie has held several different roles within the company. "I started as a take-off on the folder gluers, then moved to the laminator as take-off, as well as the press," said Jamie. "Then I moved to roll tender where I stayed for about four years and then got another chance to pursue a new adventure by joining the design department as a design assistant."

Jamie says that her hard work has always been appreciated and rewarded. "I have always felt a great level of loyalty and respect from my co-workers and bosses," she said. "My supervisor has shown this as well by being flexible with my work and home life, which is huge when you are trying to make time for work, school, homework and spending time with family. I don't just have a job here; I have a second family that relies on me to be successful, but cares about me as a person as well."

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"TEAM MEMBERS ARE ENCOURAGED  
TO BE THE BEST AT WHAT THEY DO,  
NO MATTER THE POSITION."

## DAN GLOEDE

### 40 YEARS OF CREATIVE PROBLEM SOLVING

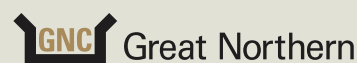
Forty years ago, Dan Gloede was hired at Great Northern. Dan started his career as a taper operator and is now a senior structural designer in Appleton. He's stayed for forty years because he's encouraged to be his best self and do what he loves to do—creating. "Employees are encouraged to be the best at what they do, no matter what the position," Dan said. Coming to work every day is easy for Dan because he is doing what he loves in a positive, supportive environment. "The people I work with are very hard working and dedicated, but they are also awesome and fun to be around."



Heath Thompson is a third shift press-side supervisor who leads and supports press-side crews to safely produce quality products for our customers. He has been with Great Northern for almost twenty years. Heath has learned to assist on any machine on the press side. Heath says that one of the reasons he took the promotion was to learn more. To be an effective leader, Heath needed his team to teach him. He continually asks questions and carries a notebook to take notes and learn more. He has gained mutual respect from his team due to his experience and openness to learning. He said, "I can learn and lead at the same time."

When asked about what he enjoys most at Great Northern, Heath replied, "I like doing what I do. I like working with my hands and seeing the finished product. It's great to see all the parts come together. I like to think about how Great Northern can make its products and how we can retain our customers." Heath also feels that if one fails, they all fail. He takes pride in getting things done as a team, even if he needs to pitch in. For example, when the bander is backing up, he will jump on the forklift and assist in keeping the entire line from going down.

Heath is excited about the future. "From sales to our service groups to production, we have a great team."



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# GREAT MISSION

WE HELP OUR CUSTOMERS WIN BY  
DOING WHAT OTHERS CAN'T OR WON'T

GREAT SERVICE. GREAT RELIABILITY. GREAT EXPERTISE.

## Great Northern Packaging

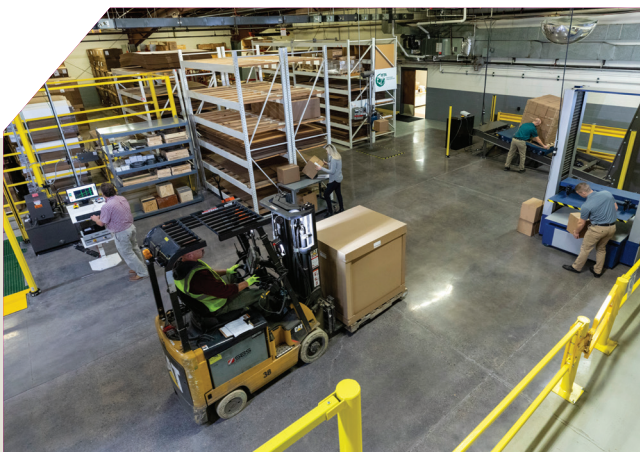
Great Northern has been supplying recyclable packaging for nearly any application for over 60 years. Since day one, we have been an industry leader in developing and manufacturing sustainable packaging by focusing on designing every component of a package in an environmentally responsible way—including the types and amounts of material used, the production process and delivery methods.

Great Northern has all your printing needs under one roof and can meet your project scope, budget and objectives. Our print solutions include flexo, litho, digital, single-face laminate and web offset printing. We can also print multiple colors on the inside of the box to create a branded unboxing experience for your customers.

We are committed to delivering our promises and continually invest in technologically advanced systems and equipment. Our 99% on-time delivery record stems from the investments we make in manufacturing, technology and our facilities. Whether it's SKU consolidation, setup labor savings, size and orientation analysis, cube utilization, trailer or

warehouse maximization or packaging equipment recommendations, we have over 50 experienced structural designers and engineers to provide innovative packaging solutions to safely get your products to market.

When it comes to the marketplace, we understand that it's not just your products we are protecting; it's also the reputation of your brand and the potential for future purchases. Our in-house certified ISTA® (International Safe Transit Association) technicians can test and certify packages and fully-loaded pallets in our state-of-the-art ISTA test lab to pre-determine if packages are optimally designed and if design modifications are needed. Our forward-thinking structural designers conduct size, orientation and board weight analysis across all SKUs, as well as redesign packages for maximum trailer and warehouse space to ensure optimized packaging performance across your supply chain.





GREAT SERVICE. GREAT SOLUTIONS.



Roll-based products present a challenge for warehouse storage and secure transportation. They can also raise safety issues for employees and equipment if they break loose. Shipping or storing the products in square boxes leads to wasted space and potential product damage.

Great Northern Rollguard® provides a unique solution to those challenges with our innovative cradle packaging. From custom to common sizes, recyclable fiber to foam, Rollguard is the single source supplier for nearly any type of cradle to protect rolls in storage, shipping and workflow processing systems. The extra cushioning our innovative cradles provide gives your products robust protection, resulting in less damage to the rolls.

EASY. RELIABLE. BIODEGRADABLE.



Constructed from recycled paper yet designed to be extremely resilient, Great Northern Fiber Interior Packaging™ is a sustainable, cost-effective alternative to foam, airbags and other types of interior packaging. Our molded pulp fiber packaging is tailored to fit and protect your individual product, so it is quick and easy to load on the front end, saving on labor and easy for the end user to recycle.

Fiber Interior Packaging has many benefits including sustainability and cost-effectiveness. As a drop-and-go solution, Fiber Interior Packaging removes the complexity from the process. It's the packaging solution that gives more product protection with fewer packaging components.



GREAT SERVICE. GREAT RELIABILITY. GREAT SOLUTIONS.



At Great Northern Laminations®, our diverse product offering of laminated paperboard corner and edge protection allows us to engineer packaging solutions for loads of almost any size, weight or shape. Our goal is to provide a practical solution that delivers superior protection and cost savings. Our team uses some of the industry's most innovative design concepts to respond to your challenges quickly and accurately.

The benefits of our products are limitless, from protecting the corners of your products to offering extra stacking strength to stabilize your palletized loads. We can customize our corner and edge protectors into various sizes, shapes and thicknesses, so they offer extensive versatility and flexibility. Many industries have taken advantage of our edge protection solutions over the decades because they're practical, cost-effective and highly functional.



# BRINGING BRANDS TO LIFE

Great Northern Instore is helping bring brands to life at retail. To help companies in the brick-and-mortar retail environment, we employ playbooks; a catalog of displays that will work for a brand across retailers. These are customized to meet a brand's standards, specific products, and go-to-market strategies.

Taking a comprehensive approach across all potential retail opportunities allows brands to achieve scale while showcasing their brand look across retailers. This expertise is housed in a cloud-based tool, making it easy for their teams to access the catalog and pull renderings and images for their sales pitches. The same tool also includes a project tracker that makes management of their display programs simple. These clients only focus on the results; we take care of all the details.



## WINNING AT RETAIL TAKES A COMPLETE TEAM

With in-house expertise in design and manufacturing, Great Northern Instore brings our clients' visions to life and transforms an average shopping day into a memorable experience. Our innovative approach adapts to changing markets and shoppers' needs with transformational displays using all materials, from temporary to permanent. Our team is responsive, consultative and creative to reliably produce high-quality, cost-effective solutions.

Today's dynamic retail environment is and shifting as shopping habits continue to evolve. Techtronic Industries Company searched for a partner to provide instore solutions for its RYOBI brand. Great Northern Instore was able to be the one solution provider for both its temporary and permanent retail needs.

For its hero endcap at The Home Depot, our team worked with RYOBI and The Home Depot merchandising groups to develop a long-term, metal, modular solution that fit all four The Home Depot endcap configurations. To survive multiple years at the store, the bold and robust activation uses magnetic labels allowing for easy updating. A unique rack system allows RYOBI to update the endcap for new tools and accessories that are added to its product line.

In addition, Great Northern Instore manages RYOBI's temporary promotional pallet trains at The Home Depot. Our team designed an impactful solution to stand out at retail, modular to merchandise a wide variety of RYOBI SKUs cost-effectively and easy to assemble at the store. Our complete management of the program allowed RYOBI project managers to focus on results, rather than managing timelines, missing parts and replacing poor quality units.



## FROM CONCEPT TO REALITY

Great Northern Instore's team stays on top of retail trends to build a project's foundation. We have over 100 designers and engineers that are expertly skilled to develop solutions that engage shoppers and fit budget parameters. Finally, Great Northern Instore brings in-house manufacturing resources and tools to deliver projects with speed and meet the demands of retail.

GREAT RELIABILITY. GREAT EXPERTISE.



# GREAT VALUES

# ENTREPRENEURIAL SPIRIT **SHARED FUTURE** OPPORTUNITIES FOR GROWTH INTEGRITY

## INTEGRITY



"WORKING WITH THE SAME TEAM AT GREAT NORTHERN AND CUSTOMERS YEAR AFTER YEAR GIVES US CONSISTENCY TO PURSUE GROWING OUR BUSINESSES TOGETHER. IT TAKES INTEGRITY AND TRUST AMONGST THE TEAM TO BUILD STRONG RELATIONSHIPS."

Allison Muldoon, Account Executive, Great Northern Instore

## ENTREPRENEURIAL SPIRIT



"IT IS ALL ABOUT DOING WHAT'S NECESSARY TO EXCEED CUSTOMERS' EXPECTATIONS. I MUST ALWAYS BE AVAILABLE TO ENSURE THE EQUIPMENT IN THE PLANT IS RUNNING RELIABLY. I ALSO NEED TO KEEP AN EYE ON QUALITY BY MAKING SURE OPERATORS HAVE THE

TOOLS AND TRAINING TO PUT A QUALITY PRODUCT OUT THE DOOR IN A TIMELY FASHION."

Dylan Morgan, Great Northern Maintenance Manager, Racine

## OPPORTUNITIES FOR GROWTH



"WE BELIEVE IN AND PROVIDE OPPORTUNITIES FOR GROWTH. IF YOU TAKE CARE OF THE COMPANY, THE COMPANY WILL TAKE CARE OF YOU. WE HAVE AN UNDERSTANDING LEADERSHIP TEAM THAT LISTENS AND VALUES TEAM MEMBER INPUT."

Jason Frohn, Production Supervisor, Great Northern Packaging

## SHARED FUTURE



Tom Rock is a lift truck driver and has been with Great Northern for 33 years. His son, Taylor Rock, is a forklift driver who has been at the company for almost a year. Even though their tenure at Great Northern is different, their reason for joining is the same. "In 1988, I was starting a family and wanted stability," said Tom. "I wanted to ensure a better future for myself and my son," replied Taylor.

Tom enjoys finding ways to succeed in the fast-paced shipping department and working with his coworkers. "Great Northern is a good place to work, I wouldn't have stayed if I didn't believe that," said Tom. "I'm living and sharing the Great Northern vision with my youngest son and his future with the company."

Taylor is focused on keeping the next generation of Great Northern alive. "I give my best effort every day and help others when and where I can." Finally, when Taylor was asked what it is like to have the opportunity to work with his father, he replied, "Not many people get to have that opportunity, so it's a great feeling knowing that I do."

Tom and Taylor Rock, Fork Lift Operators, Appleton



# GREAT EXPECTATIONS

OUR TAGLINE, GREAT EXPECTATIONS, IS MORE THAN A TAGLINE; IT'S AN ATTITUDE. IT DESCRIBES THE KIND OF RELATIONSHIPS WE WANT TO BUILD WITH EVERYONE AT GREAT NORTHERN AND WITH OUR CUSTOMERS.

Every day we eagerly respond to our customer's high expectations for quality products delivered on time. We take pride in helping our customers win by providing consistent quality for their highly automated production processes, and dependable deliveries for their sophisticated supply chain systems. But that can-do attitude of delivering Great Expectations extends beyond reliability.

B2B customers rely on us to create innovative packaging solutions that maximize protection without the waste of overpackaging. Consumer product customers appreciate our ability to protect their products en route to the store and promote on-shelf. And retailers encourage us to understand their desired instore environment, and we respond with effective and efficient designs that maximize sales.

#### APPLETON, WI

920-739-3671 | 800-236-3671

#### RACINE

262-639-4700 | 800-558-4711

#### LAMINATIONS HEADQUARTERS/CENTRAL

APPLETON, WI  
920-831-0596 | 800-925-2626

#### LAMINATIONS WEST

FONTANA, CA  
909-727-8690 | 800-285-2626

#### CHICAGO, IL

847-375-3800 | 877-632-8767

#### CHIPPEWA FALLS

715-723-1801 | 800-472-1800

#### SWEDESBORO

856-241-0080 | 877-784-8409

#### LAMINATIONS EAST

ALLENTOWN, PA  
610-706-0910 | 800-945-2626

#### LAMINATIONS NORTHWEST

WILSONVILLE, OR  
503-682-7195 | 800-685-2626

#### BELVIDERE, IL

815-544-3570

#### OSHKOSH

920-651-1614 | 800-481-0803

#### TWIN CITIES

763-493-5521

#### LAMINATIONS SOUTHEAST

JACKSONVILLE, FL  
904-741-3150 | 800-720-0401

#### ROLLGUARD

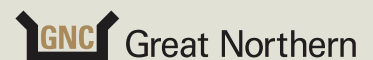
APPLETON, WI  
920-831-0596 | 800-925-2626



## MAKING A DIFFERENCE WITH OUR CORPORATE SOCIAL RESPONSIBILITY PROGRAM

Since our start, Great Northern has been an industry leader in the development and manufacturing of sustainable packaging. Our approach to sustainability focuses on designing every component of a product package or retail display in an environmentally responsible way—including the types and amount of materials used, the processes employed in production and the methods of transport and delivery.

Great Northern publishes an annual review of our Corporate Social Responsibility initiatives. Request a copy by visiting [greatnortherncorp.com](http://greatnortherncorp.com)



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