

AS SEEN IN
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REBUILDING AMERICA: NEW JERSEY

Mindful Manufacturing

Accurate Box Company embraces market fluctuations as opportunities.

Mark Schlossman isn't one to judge a book by its cover. However, the executive vice president of sales and marketing for Accurate Box Company—one of the largest family-owned manufacturers of high-graphic corrugated packaging in the United States—believes branded packaging is a critical differentiator when selling a consumer product.

“Quality construction with a ‘wow’ factor for corrugated packaging, such as double-sided, colorful printing and specialty coatings, makes all the difference in consumer sales,” he says.

So, too, does creative thinking, a willingness to differentiate verticals, and an investment in technology. Rather than back down during market fluctuations, Accurate Box's leaders, including Lisa Hirsh, president/CEO and Schlossman's spouse, worked together to decisively pivot towards them. The company is celebrating 25 years of being a women-owned business (WBE) in a predominantly male-dominated industry which makes it even more of a standout, as does the push for increasing the minimum wage, which Hirsh believes is good for New Jersey and the nation.

“We want to ensure everyone is making a living wage and can support their families,” Hirsh says.

Supply and Demand

In addition to a well-compensated and diverse union workforce, a 400,000-square-foot facility, state-of-the-art printing technology, and competitive shipping rates throughout North America for nationally recognized brands, Accurate Box's shipment acceptance percentage is 99.92% over hundreds of millions of boxes annually.

“Although 80% of our product portfolio is food and beverage items for the club stores, we also have a stake in a broad range of brands throughout the e-commerce and quick-service restaurant markets,” says Schlossman.

Founded in 1944 by patriarch Henry Hirsh as a small folding carton company, Accurate Box's descendants have adapted to the changing times. In the 1960s, Charles Hirsh, Henry's son, took over the business, and in the 1970s, his vision led the company to marrying graphics to corrugated materials. A 1990s entry into the big-box stores, which required sturdy yet attractive boxes to withstand pallet shipments for large consumer product companies, guided the company to tremendous growth. More recently, the company has excelled in quick-serve restaurant takeout packaging and direct-to-consumer e-commerce markets, where high-graphic, convenient packaging can increase the odds of a return to purchase.

“In our small way, we've had a hand rebuilding America,” says Schlossman.

Located 15 miles from New York City in a HUB/UEZ zone, Accurate Box is mindful of minimizing its carbon footprint through environmental, economic, and social sustainability efforts. All products are 100% recyclable and printed with environmentally friendly inks. Approximately 70% of the paper purchased is from recycled material, 25% of its facility's power comes from solar, a recycling system chops and bands scrap together to be recycled, and its workforce has increased by 120% in the last 12 years.

Additionally, Accurate Box is a proud member of the Fibre Box Association, a



nonprofit aimed at improving the industry's well-being. The company also devotes \$20,000 annually to select employee-recommended nonprofits, such as local churches and charities, and is actively involved in Habitat for Humanity® and Boys & Girls Clubs of America.

Always on the floor, Hirsh and Schlossman are in this business and the community for the long haul. “The markets we've invested in are here to stay, and so are we,” says Schlossman.



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