



WORLD PAC PAPER, LLC

The MBA helps national distributor of high quality printing and packaging papers and packaging solutions reinforce its value proposition

Edgar Smith, Jr. first thought about having his own paper distribution company in the early 1980s. At that time, he was a sales representative in New York City for RR Donnelley, the world's premier full service provider of print and related services. As part of his account management responsibilities he coordinated the shipments of thousands of tons of paper to several of the company's printing plants that printed R.H. Macy's direct mail catalogs and free standing inserts. Over the years, he added to his paper knowledge and industry experience by working with James River Corporation, Georgia-Pacific and Smurfit-Stone, three of the world's leading paper suppliers. In 2004, he was ready to start his own company. He assembled an entrepreneurial management team of seasoned industry experts and executives and launched World Pac Paper.

Today, World Pac Paper is a national distributor of high quality printing & packaging papers and packaging solutions to Fortune 500 companies, commercial printers, catalogers, and book and magazine publishers. The company also provides paper products and services to integrated and independent corrugated converters, folding cartons/rigid box manufacturers, tube winders, laminators and paper converters, and the food service industry. Over the years, World Pac Paper has received numerous awards including several from the Cincinnati USA Regional Chamber of Commerce and the Deloitte Cincinnati's USA 100 "Rising Star" award. The company has also been recognized by Inc. and Fortune magazines for several consecutive years as one of the fastest growing companies in the United States.

Situation/Background

Smith was interested in the Cincinnati USA Regional Chamber's Minority Business Accelerator (MBA) Program's ability to provide access to procurement and business opportunities at large companies to help facilitate the growth of World Pac Paper.

MBA Solution

World Pac Paper was admitted into the MBA program in 2004, the same year the company was established. Since that time, the MBA has focused on providing the company with introductions to key decision makers and developing strategic recommendations for growth opportunities in new markets.

Results/Impact

According to Smith, the MBA has been instrumental in introducing his company to Fortune 500 executives which have enhanced World Pac Paper's existing relationships and growth potential. In addition, he credits the MBA for consulting services that have assisted with potential opportunities in new markets.

"Paper is our business! We move and market paper! We have a passion for paper! We are truly excited to be involved with a product that is so versatile, so woven into the way we live our lives and communicate with each other, while still being natural, recyclable and sustainable. As a minority-owned, operated and controlled business enterprise, being an MBA portfolio company helps reinforce the fact that World Pac Paper is uniquely qualified to meet the Tier I and Tier II purchasing needs of corporations."

-- Edgar L. Smith, Jr., Chief Executive Officer

MORE INFORMATION

For more information, contact REDI Cincinnati at (513) 562-8474 or Info@REDICincinnati.com.

