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Green Bay Packaging Promotes Lavin to the New In-Store Innovation Sales Division



GREEN BAY, WI— April 20, 2016 — Green Bay Packaging (GBP), a leading producer of high graphic point-of-purchase displays, corrugated packaging and folding cartons has announced the promotion of Mark Lavin to the position of National Sales Manager of the company's NEW In-Store Innovation Sales Division.

“Mark brings extensive knowledge and experience helping customers enhance their brand identities to ensure that merchandising programs are successful at the retail level,” said Rick Luftman, Vice President of National Sales & Marketing of Green Bay Packaging. “He has diverse relationships with fortune 500 CPG companies across multiple industries and product categories with knowledge of all facets of the supply chain. His success in penetrating retail markets and customer segments has positioned GBP to further improve our retail market share.”

As National Sales Manager, Lavin will oversee all sales aspects of the company's In-Store Innovation Sales Division. Lavin has more than 28 years of industry experience and joined Green Bay Packaging through the acquisition of Great Lakes Packaging & Display located in Germantown, WI.

Commenting on the announcement, Lavin said “I am very pleased with the new position and added responsibilities”. Leading the In-Store sales effort presents a fantastic opportunity to personally help direct our growth in the retail market segment.”

About Green Bay Packaging Inc.

Started in 1933, Green Bay Packaging is a family-owned, vertically integrated company consisting of corrugated container plants, folding cartons, recycled and virgin linerboard mills, pressure-sensitive label roll stock, specialty converting operations, timberlands, and a sawmill facility. Headquartered in Green Bay, Wis., Green Bay Packaging Inc. is dedicated to innovative development of its products and forestry resources, with a focus on quality, sustainability and continuous improvement throughout all of its manufacturing facilities in 14 states. For more information about Green Bay Packaging, visit www.gbp.com