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THE MAGAZINE

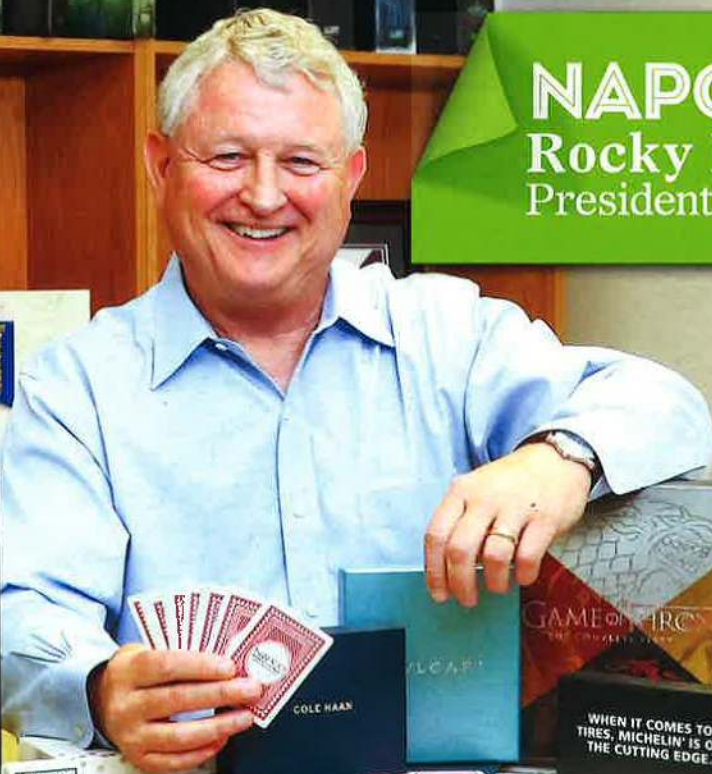
TECHNOLOGY • SOLUTIONS • RESOURCES

NAPCO INC.
Rocky Proffit,
President & CEO



Scuffmaster

Architectural
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WHEN IT COMES TO
TIRES, MICHELIN IS ON
THE CUTTING EDGE.

OVERWATCH



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**CUTTING EDGE, 3D,
OUT OF THE BOX
AND OFF THE PAGE**

**2 Inkjet Ready! Preparing Members
for Production Inkjet**

**10 10 Things You Need to Know
About Industrial Print**

Printing Industries of America and Its Affiliates
Your National and Local Resource

NAPCO

Doing Business Beyond the Box



By Kayleigh Cray, Marketing Production Manager, Printing Industries of America

SPOTLIGHT



ROCKY PROFFIT
NAPCO CEO

When thinking of new ways to do business, people often tell you to “think outside of the box.” But for one Sparta, North Carolina specialty packaging company, even that was too limiting for what they had in mind.

Headed by CEO Rocky Proffit, NAPCO started doing business in January

of 1977 as a rigid packaging and POP manufacturing company. From the beginning, Proffit always knew he wanted to explore niches of the print and packaging industry; he found exactly what he was searching for by venturing into the world of gaming and entertainment. In 1980, NAPCO received the first order for a game board. The project was for 5,000 three-panel boards (all produced by hand of course). By the mid-80s, NAPCO landed deals for popular family games such as Trivial Pursuit, Pictionary, and Scattergories for the U.S. and Europe.

Games and Competition: How to Win

Just like any business in the competitive world of graphic communications, Proffit and his team went through hard times. In the late 90s, NAPCO began losing many bids to competitors in China. After business decreased by more than 30%, Proffit understood something new had to be done. “In order to beat our competition, we had to develop a can-do attitude and the willingness to do whatever was necessary to meet our customers’ needs. We had to find new markets where design, quick turnaround, and quality were important,” said Proffit. Based on this realization, NAPCO delved even further into the entertainment, surfaces, cosmetic, numismatic, and gaming markets—a decision that has led the company to great success even to this day.

Digging deeper into niches certainly isn’t the easiest (or cheapest) strategic move. But to turn the business around and instill a sense of pride in the NAPCO team, Proffit began making big investments in equipment that could bring business back into the robust North Carolina shop. For example, the installation of the Rollem MKII SlipStream card slitting system enabled NAPCO to compete for business once again in board games and the gaming industry.

The state-of-the-art, high-speed slitting and card collating system that resides in the shop produces casino-quality playing card decks, trading cards, and game cards. The machine can slit and trim (bi-directionally), collate, stack, round-corner, box, and wrap inline. The automated process of the machine yields 2,200 decks per hour, or up to 250,000 individual cards with a +/- 0.1-mm margin of accuracy, sheet after sheet. “The MKII enhanced our ability to offer turnkey solutions for the gaming industry. This purchase, combined with our in-house structural



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Some examples of boxes and products created by NAPCO.

design, high-speed automated game board, and box lines provides our customers speed to market for product launches and peak period delivery,” explained Proffit.

Paving the Way for Additional Products

By successfully adapting new equipment, NAPCO has made many strides for the better—including becoming the largest manufacturer of coin storage albums and folders for the numismatic market in the United States. “We have one of the best research and development groups in the industry and we are very effective at taking customers’ ideas and designing creative solutions to fit their needs and budgets. Because of our unique experience, many times we will offer an alternative solution that will achieve their packaging needs and be more cost-effective. Our customers look to us to be very flexible, creative, and quick to address their needs, and we believe that has been critical in helping to bring business back.”

The whole experience shaped NAPCO’s three most important goals: offer cost-effective, high-quality solutions that meet customer needs and expectations; treat all constituents with honesty, courtesy, and respect; and become a significant corporate benefactor in the community. Now, representatives at NAPCO use their processes and capabilities to quickly develop structural solutions and provide clients printed production-quality samples for approval prior to manufacturing—essentially making the company a one-stop shop from design to completion in the world of packaging.

In earlier years, NAPCO’s competitors had better equipment and resources—pressuring the North Carolina team to be more innovative, flexible, and creative. The resulting collaborative effort continued to be nurtured and exists at a very high level today. With the help of a management team that believes in the history, mission, and core values of the company, Proffit has been able to foster an environment that motivates employees to perform at the highest level. “Our employees know that if something doesn’t look right on the manufacturing line, they can stop production to make whatever changes need to be made,” said Proffit. “The company is committed to truly doing the right thing—always!”

What’s Next?

As for the future of NAPCO, Proffit and his team have a very aggressive growth plan over the next four to five years. They believe that maintaining their core mission and goals will help them attract and retain customers, employees, and key business partners in the coming years. “We believe the sky is the limit,” said Proffit. “We intend to be a leader in our industry by providing the highest level of service and quality to our customers.” If the last 40 years is any indicator, NAPCO shouldn’t have any problem reaching their goals if they continue to do business “beyond the box.”

NAPCO is an award-winning custom manufacturer of rigid paperboard products and presentation packaging offering one-stop solutions with rapid product turnaround and prompt delivery. To learn more about NAPCO, visit napcousa.com.