

CONNECTION

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A LONG RELATIONSHIP

AT A GLANCE: Manitowoc and Lakeside Foods work side by side for almost 70 years

Back in 1939, when *Gone With the Wind* was a new release, Lakeside Foods was a mature and successful company. They'd been in operation since 1887 — the first vegetable processors in Wisconsin and Minnesota.

That same year, the Kieckhefer box plant (sold to Weyerhaeuser in '57) was built in Manitowoc, in big part to service the Lakeside plants. Through the decades, Lakeside and Manitowoc have worked side by side through countless industry changes.

COMPANIES EVOLVE

Doug Quick, president of Lakeside Foods, has been with the company since 1971. He says the transformation of his company has been enormous: "Back in '39, we were doing canned peas and corn and carrots — table vegetables. We had canneries all across the states. I think every kid that grew up in the upper Midwest probably worked at a cannery once."

By the 1970s, the vegetable industry had consolidated into few big players like Del Monte and Green Giant. Lakeside was one of the successful survivors.

"In 1971, we had two plants and were doing about \$5 million worth of business," says Doug. "Today, we have 15 plants, are

approaching \$400 million in sales, and are selling our product worldwide." Although Lakeside still handles primarily vegetables, it's also diversified and is heavily involved in private-label production. Today, they do everything from supplying Campbell's Soup and Heinz to producing Chi Chi Salsa.

PACKAGING NEEDS

Big packaging changes have followed. What was once only corrugated boxes now includes various tray packs, large 1,200-pound bulk totes used for storage, and a host of diecut displays.

"We've crossed into all kinds of food items over the years," says Doug. "And the creativity we've seen out of Weyerhaeuser in terms of packaging and design has been really helpful."

PEOPLE ARE KEY

But the relationship is bigger than boxes.

"The reason we get along together so well is the quality of the people, the level of sincerity, and the honesty working together

over the years," explains Doug. "I tell our people our competitors have the same machinery. They have the same raw product, grow the same areas, and use the same fertilizers. We have the same plants, equipment and technology. We even have the same customer base. So why does one succeed and another doesn't? It's who has the smartest people and whom you align with."

Bill Klein, account manager, Fast Moving Consumer Foods, agrees wholeheartedly. "That sincerity and honesty is almost a lost commodity today. That's what speaks to this 66-year relationship — that we have always respected each other as a buyer and seller."

THE VALUE OF HONESTY

Doug is frustrated to see young people coming into the business world expecting to do whatever's necessary and not looking long term. "There are people who squeeze and wring every bit of gain out of a business relationship they can, right to the ragged edge of honesty. We believe in working with people, and we're going to continue to take the high road."

He adds, "Obviously, what we look for in a great supplier like Weyerhaeuser is top quality. We look for near-perfect service and cost-efficiency. And to work out situations and cost-competitiveness without

asking, which has always been there. Those are the things you'd expect."

But both companies have enjoyed more than just what's "expected." They've developed friendships, working and living together in the same communities. "We've been able to have fun as well as success in business," says Doug.

SHARING KNOWLEDGE

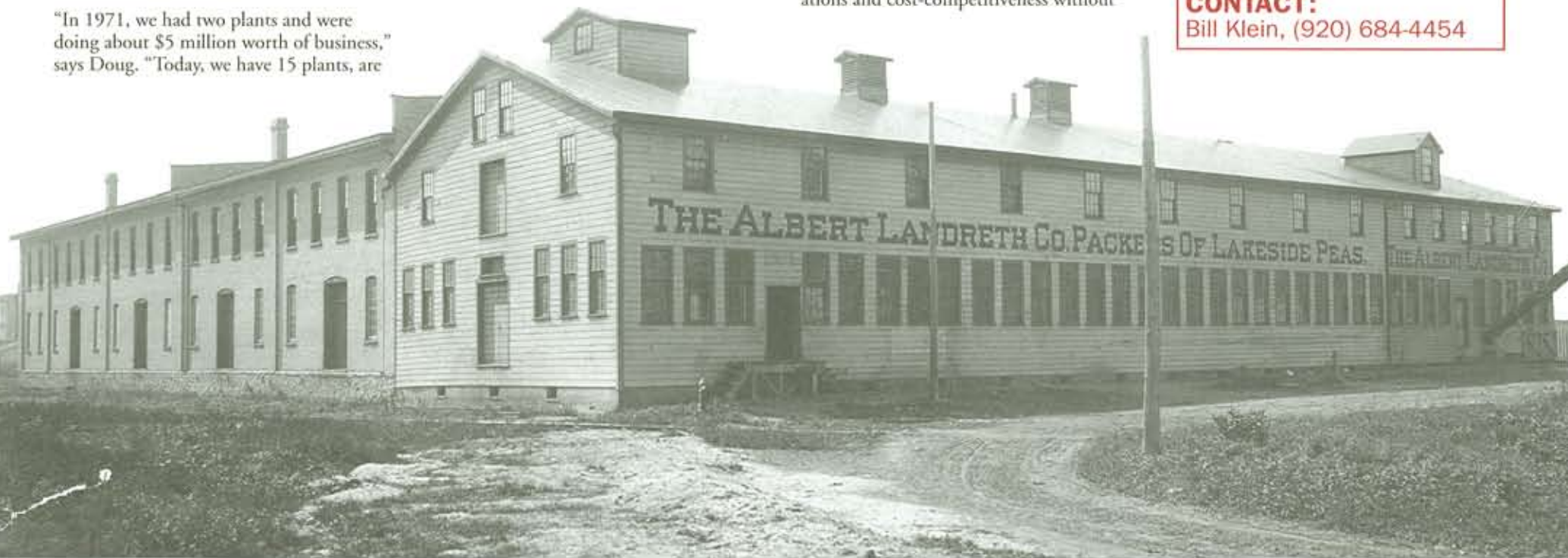
There also are those "intangibles." Currently, Manitowoc is helping Lakeside's Belgium, Wis., plant increase productivity.

"You could call on some engineering firm, but here's Weyerhaeuser — tremendous capability with machinery — and they're jumping in and helping us," says Doug. "It's those extra things that make the difference."

FUTURE

The future looks as strong as the past. "We've grown dramatically, and Weyerhaeuser has been there every step of the way," says Doug. "We consider Weyerhaeuser to be the market leader in corrugated — our number-one supplier. They always have been and always will be as far as I can tell. As long as they continue to earn it."

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