

**INVEST  
COB O U R G**

**MANAGER  
BLOG**



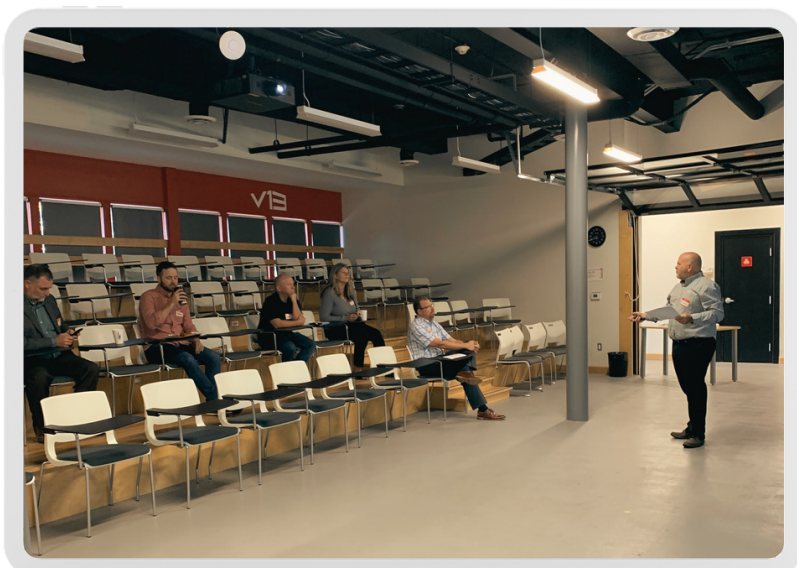
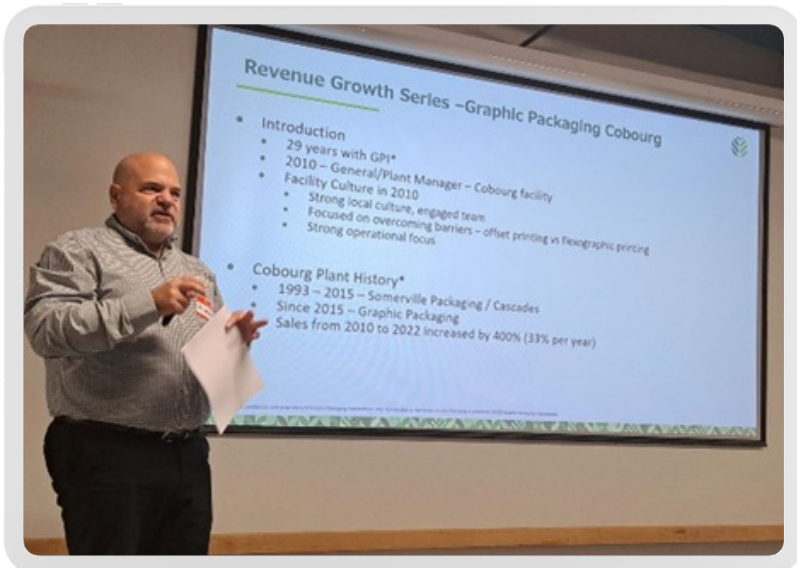
## **New Revenue Growth Series aims to Inspire Entrepreneurs and Business Professionals to Succeed in an Evolving Business Landscape**

There are some amazing Cobourg business successes worth celebrating. This fall the Economic Development team launched a new presentation program called the Revenue Growth Series. This nine-part practical sales talks series features local businesspeople who have driven new revenue growth into their company. Our first presenter was Alain Levac, Plant Manager at Graphic Packaging International's Cobourg location. Alain has a long tenure with Graphic Packaging and has seen considerable changes since he started with the former Cascades plant in a finance role.

Alain became the plant manager in 2010. Since 2010, he has led this plant location through a remarkable 400% (33% per year) sales growth. His first year was particularly difficult and had to lead the Cobourg plant through decisions to improve the print packaging business' viability. The former Cascades plant invested in expertise and technology to improve year-over-year productivity, increase automation and improve training and recruitment strategies. These foundational decisions allowed for the Graphic Packaging plant to diversify its paper packaging product offerings and enter new markets. The Cobourg team also invested in front-end expertise such as design, graphics and pre-press personnel and equipment to broaden their service offerings.

More recently, Graphic Packaging has grown in sales again due to recent and upcoming bans on single-use plastics in Canada and other geographic markets. The Cobourg facility has risen to the top quartile in performance within the larger corporation in safety, quality and financial performance. This facility is well-positioned to take advantage of additional growth as the need for plastic substitutes continues to grow among consumers.

The Economic Development Team encourages you to attend our next presentation at the Venture13 Innovation and Entrepreneurship Centre, 739 D'Arcy Street in Cobourg. These presentations are on the second Wednesday of each month starting at 8 a.m. Hear directly from the business owner about how they drove new revenues into their businesses. Registration is [open online by clicking here](#).



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