



# NuGrowth Customer Success Story



## Overview

### Industry

Flexible Packing Solutions

### Customer Profile

Established in 1964 and based in Columbus, Ohio, Cello-Poly provides packaging solutions for a wide variety of industries including: pet products; lawn and garden; garments; frozen and snack foods; and other retail consumer goods and specialty laminations.

### Business Situation

Facing loss of a major customer Cello-Poly needed to rethink their entire approach to customer acquisition.

### Solution

NuGrowth provided the skills to help Cello-Poly transition from short-term projects to long-term client relationships that provided predictable, recurring revenue.

### Benefits

- Cello-Poly moved from short-term transactional business to a long-term recurring revenue model
- The company was brought together as a team with a common focus on growing the business
- Departmental “silos” disappeared
- Cello-Poly continues to grow beyond where it had been in the market.

## Bridging the Gap

“Cello-Poly had strengths, but that didn’t mean we were taking advantage of them. NuGrowth bridged the gap. They helped us ask the right questions, put the right people in the right positions, put the best systems in place, and make use of them. They helped us capture our knowledge base and taught us to share it. And they brought discipline and structure to sales. All of that contributes to us being the experts. And buyers are going to depend on the experts.”

Paul Unrue, VP of Sales, Cello-Poly

Paul Unrue is passionate about packaging. When you visit his office, you’re surrounded by pouches, packages, bags, and sample films; some so new they’re not yet even available in this country. Grinning, he holds one up. “This is what we do... Standing in the aisle at the grocery, Mom has  $\frac{3}{4}$  of a second to make a buying choice. Packaging is a big part of her decision; we help her choose our clients’ products.”

Unrue started in the industry as a packaging engineer, but quickly found he could use his extensive technical knowledge to great advantage in sales. For more than a dozen years he built regional, then national sales for Columbus-based Cello-Poly, a small, specialty printing and packaging company. But it took an outside partner to recognize his potential – and the potential of the business.



## For More Information:

### NuGrowth Solutions, LLC

NuGrowth works with clients to accelerate revenue generation for its clients through proven sales and marketing programs.

For more information about NuGrowth Solutions products and services, call 614.291.6551 or email [mdoran@nugrowth.com](mailto:mdoran@nugrowth.com)

To access information using the World Wide Web, go to: [www.nugrowthsolutions.com](http://www.nugrowthsolutions.com)

### Cello-Poly

For information and details regarding Cello-Poly visit: [www.cello-poly.com](http://www.cello-poly.com)

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**The flexible packaging solution experts.**

**Maximize Speed to Market**  
Cello-Poly brings broad, deep industry knowledge to every project. We help to minimize the learning curve and maximize your speed to market.

**Team with Cello-Poly**  
Cello-Poly consults with customers to select equipment and packaging that work together effectively to increase sales and profits.

**Expert Packaging Solutions**  
Cello-Poly understands that every project brings a unique set of challenges, so our team of experts works with you to identify the full scope of your packaging goals before presenting a solution.

Get your online Quote

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## Challenge

Eighteen months ago, Cello-Poly brought NuGrowth in “to help us scale and grow the company,” explains Unrue. “We were operating with a ‘it’s the way we’ve always done it’ mentality – the philosophy of any small company.” About that time their biggest client was bought out, and its specialty pet packaging went away. “At the peak of that business model we probably had \$9mil in sales with \$7mil in specialty pet. We took a big hit,” shrugs Unrue.

## Solution

“Initially we helped the company redefine sales to bring in revenue, diversify the client base, and target repeatable, sustainable business,” says NuGrowth’s Alex Deak (serving as Cello-Poly’s CIO). “But for us, success always depends on the right people.”

“NuGrowth is a team of absolute experts who share their big company experience at a level most small companies would never have access to,” explains Unrue. NuGrowth partners with a company’s success by implementing proven best-business practices throughout the organization. “We brought them in to help us grow up. They’ve done a good job bringing us all together and pulling out the strengths of everyone in Cello-Poly.”

## Results

“With the right people in place, and new business coming in the door, the next step in scaling a company is building the systems and processes to support it,” says Deak. “At Cello-Poly, we started with the basics, communication.” Unrue tells how: “As mundane as it sounds, it was a big step just to bring everyone and their information together. For the first time we were all literally in the same room! The discipline NuGrowth brought us is huge. In meetings, walls are being broken down. We talk. ‘If you sell things like that, I can’t do this;’ ‘Well, if you do things like this, I can’t sell that.’ It’s a new dialogue, a healthy struggle that you gotta have to grow.”

Deak agrees. “Communication is critical, but it’s only as good as the information it provides. Cello-Poly’s data was incomplete

and hard to access.” “NuGrowth has helped us capture all our information and access it easily through reports we can really use,” Unrue continues. “The results are incredible.”

With people and systems in place, the NuGrowth team focused on processes across the company – sales, customer service, accounting, purchasing, production, and quality control. “NuGrowth put processes in place, and gave us an overall strategy of how we can walk down the path together. We used to be like individual silos,” Unrue explains. “Now we work together for success by being more systematic about what we do and the way we do things. They also brought in Salesforce.com®, and taught us about sustainable growth. They’ve helped us move from a short-term, transactional view of business to a more long-term, projectable approach... how to grab hold of opportunities, manage them, provide better service and exceed expectations – like with account reviews; we never did those before. Clients love it when we say, ‘Let us tell you how we’re doing with you.’”

That’s not all Cello-Poly’s clients love, according to Unrue. “One buyer recently said, ‘Cello-Poly and those that work for your company stand out from the competition in technical expertise, customer service, and proven product quality.’ We know packaging, and our expertise – design and package appeal, films and filling, fitness for use, spoilage and fragility factors – is valuable to our clients. We watch industry trends and interpret the benefits of those innovations for our clients. They depend on us to bring them the differentiation that will cause their product to be picked first off the shelf. Plus we show our clients their strengths, and how to exploit them by taking advantage of our expertise.”

“And that’s what NuGrowth did for us.”

