

KISS & Tell | In-Mold Label
Earns Bragging Rights p16

Spot On | Digital Color
Management Done Right p20

Critical Trends | Sales Revenue
Shows Marked Improvement p24

Narrow Web & Label Reporter p14
Carton & Box Reporter p18



▶ Doug Rawson

▶ Founder & CEO of Superior Lithographics

▶ **Management style** | Foster open communication, which creates the most collaborative, positive environment possible.

▶ **How did you get into the converting business?** I was a packaging broker, and my main printing supplier went out of business. I had a choice to either outsource my printing to Chicago and start paying exorbitant shipping costs or to start my own business. And well...the rest is history!

▶ **What is your key to retaining good employees?** I'm fortunate to have an extremely talented and loyal group of employees. In fact, some have been with my company for over 20 years. We've grown from a five-person to a

75-person company in what seems like the blink of an eye. We encourage ideas, creativity, and growth, and we recognize great work and innovation and reward our employees accordingly.

▶ **What is the key to growing a business in a bad economy?** We don't pay attention to economic trends; our success simply lies in good and consistent work. But even when times are tight, we never skimp on service or quality simply because something costs less. That's why we've been able to grow our business when other

companies have struggled. And we've continued to embrace innovation by applying new technology to address issues that have hindered the printing process in the past.

▶ **What do you enjoy most about your job?** I love seeing people on my team blossom professionally. I make sure they get the right resources and training and then get out of their way. I get excited when an employee comes up with a great idea. We love new ideas.

▶ **What advice would you give to someone starting out in this business?** It's a challenging industry since there's so much good competition, but it can be rewarding if you have a lot of patience and a heavy dose of management ability. Stay on your game and never stop innovating and improving!

▶ **What does your company do for your customers that**

makes them come back to enjoy the experience of doing business with you again? We make the printing process as easy and seamless as possible. We put ourselves in the customers' shoes. We know how important it is to work as a trusted partner—getting the job done quickly and correctly the very first time.

▶ **What, if any, sustainability efforts has your company made?** We are currently undergoing certification as a carbon-neutral converting facility and have been approved as a chain-of-custody facility from both the Sustainable Forestry Initiative and Forest Stewardship Council. We've also instituted an enterprisewide program to reduce Superior's greenhouse gas emissions 20 percent by 2020. We also offer our customers the option to purchase carbon offsets to offset CO₂ produced during the papermaking process.



About Superior Lithographics

▶ 3055 Bandini Blvd., Los Angeles, CA 90023

▶ 323-263-8400; www.suplitho.com

▶ Founded 1986; 1 plant; 75 employees

▶ **Specialization** | Packaging printer; litho labels and top sheets for corrugated boxes; folding cartons