

Member Profile

Member Profile: Viking Industries, Inc.

Year founded: 1973

Location: New Paltz, NY

Number of employees: 65

Principle product: Custom corrugated boxes and inner packaging

Website: www.vikingindustries.net

The Croce family has been involved in the packaging industry for several generations and has used that collective experience to make Viking Industries, Inc. the successful company it is today. Viking has worked to find just the right niche in the packaging world, supplying others in the industry with specialty products. Viking has evolved with the times and in an age where "being green" is increasingly more important, their products not only come from a renewable resource, but are recyclable as well.

The roots of Viking Industries go back to the early 1900's and the F.D. Croce Company. The family started making wicker baskets and building wooden boxes for the local fruit farmers. Over time the company grew and soon was supplying apple farmers with corrugated cardboard boxes and the inner partitions that were inserted to keep the fruit from bruising during shipping. As the business grew it also became more specialized.

Today Viking Industries primarily supplies other companies within the packaging industry with specialty items. Richard Croce, Jr., the Customer Service Manager, explains "We are really more of a partner than a competitor. We sell our products to others within the industry."

It is Viking's service, quality and attention to detail that set them apart. Whereas with some companies it will take twenty-four hours to get a quote, Viking promises to have it for you in two hours. For some items they also ship it in twenty-four hours so it



arrives in many cases the day after it was ordered.

Since 2003 the company has undergone a series of expansions at its New Paltz operation, nearly doubling the size of its factory and adding new equipment. Sales and productivity are up, so too is quality and customer satisfaction.

Much of the inner packaging Viking produces is used for the pharmaceutical and cosmetics trade. It is with these consumers in mind that Viking recently invested in some equipment to produce pads, assembled partitions and slotted pieces dust free. This capability is a real plus to many of their customers that are packaging sensitive products and need to certain high quality standards. Other end users of Vikings packaging products are specialty metals, medical and scientific instruments, glass, plastics and lighting industries.



Viking Industries, Inc. facilities in New

One of the great things about corrugated board is that it is recyclable. Viking set a goal of having a fifty five percent recovery rate by the year 2010, and they have reached that goal already. There is also one more tree planted for every tree harvested to produce the products, making this a decidedly "green" in-

dustry. Viking Industries is also a great contributor to the community.

Viking found just the right niche by selling exclusively to the corrugated industry and providing innovative, cost-effective solutions to even the most challenging packaging problems. In addition, their quick responsive service and flexibility has kept this company in the packaging business for over a century now.



Employees working at the Roda 1 and Roda 2 machines.