



LES EMBALLAGES CARROUSEL

Year founded:	1971, by Boucherville native Denis Jalbert
President-CEO:	Brigitte Jalbert, daughter of the founder
Shareholders:	3 (Brigitte Jalbert, Michel Bourassa, and Alain Hotte)
Number of employees:	400 (nearly 65% of employees have more than 5 years of seniority)
Annual sales:	\$167 million as at February 28, 2021. Carrousel has the objective of reaching 200 million during the year.
Head office:	Boucherville
Plant:	Carfabel, specialized in the manufacturing of paper bread-bags (Boucherville)
Warehousing capacity:	300,000 ft ² (27,870 m ²) at five sites (Boucherville, Boisbriand, Quebec City, Drummondville, and the Carfabel plant)
Clients:	18,000, mostly in Quebec
Number of suppliers:	Over 300
Number of products:	More than 6,000, 2,540 of which are eco-friendly
Transport fleet:	50 delivery trucks
Values:	Respect, growth, expertise, commitment, kindness
Awards and distinctions:	<p>Has ranked as one of Canada's 50 Best Managed Companies every year since 2013, and has retained Platinum Club status among Canada's business elite—the highest honour of this annual competition—since 2019.</p> <p>Listed among the 300 most sustainable SMEs in Quebec according to the 2020 ranking by <i>Les Affaires</i> newspaper.</p>

Fun and interesting anecdotes

Pâtisserie Rolland in Longueuil was one of the company's first clients. This pastry shop made the wedding cake for Brigitte Jalbert's parents, in 1960. To this day, Pâtisserie Rolland is still a client of Carrousel!

In business, it's better to trust your instincts than listen to outside advice. During Carrousel's early years, Denis Jalbert was told that there was no future in packaging. History has proven otherwise!

One day in 1980, Mr. Jalbert, who sometimes didn't have the money to pay Cascades (Carrousel's cardboard supplier), decided to drive down to Kingsey Falls to request a meeting with Cascades' president and CEO, Bernard Lemaire, with the intention of asking him to be patient. Impressed by Jalbert's boldness, Mr. Lemaire instructed his staff to never refuse an order from Mr. Jalbert. To this day, Cascades remains one of Carrousel's major suppliers.

Environmental awareness is not new to Carrousel. In 1991, the company introduced bread bags with windows made from a biodegradable corn-based resin—a landmark innovation in the industry.