

CARROUSEL

— 50 YEARS OF SERVICE
WITH ♥



TIMELINE

CARROUSEL'S 50 YEARS OF DEDICATION

**MARCH
1971**

Boucherville native Denis Jalbert founds Emballages Carrousel. The inventory is stored in a small shop on Général-Vanier Street in Boucherville and in the family's garage!



**FALL
1971**

The company rents office space and a warehouse at 100 boulevard Marie-Victorin in Boucherville.

1978

The company moves to a new 6,000-ft² site at 1240 Graham-Bell Street in Boucherville—a financially risky undertaking, since Carrousel is not yet profitable.



1984

The company purchases its first computer.



1986

Sales are improving, the number of employees is growing, the company carries more than 1,000 products, and food service clients keep mounting up. The company needs more space! An 18,000-ft² building is constructed at 100 Industriel Boulevard.

A cardboard box manufacturing plant is constructed to supply pastry shops.

1986

A brochure is created for Carrousel: the first-ever corporate brochure for this industry in Canada.

The company expands its client base. Early clients such as butchers and supermarkets are joined by delis, pastry shops, bakeries, speciality food shops, wholesalers, processing and manufacturing plants, as well as a large number of restaurant and food service establishments.

1988

Carrousel wins an Excellence Award (for its marketing plan) presented by the South Shore Chamber of Commerce and Industry (CCIRS) at the Dominique-Rollin gala. This is the first in a long list of awards.

The company's growth is in full swing! The facilities on Industriel Boulevard are expanded by 12,000 ft².

1991



Carrousel purchases a building on Gay-Lussac Street, where it sets up manufacturing operations for cardboard boxes and purchases presses to make paper bread-bags. The plant is named Carfabel.

The company innovates by developing bread bags with windows made from a biodegradable corn-based resin.

Carrousel expands its range of products and adds several protective packaging lines for the industry.

1994



The company moves into 71,000-ft² facilities on Ampère Street, allowing them to offer more than 5,000 products to 4,000 clients.

1996



Carrousel receives its second Excellence Award from the CCIRS.

The company develops a new brand identity for its 25th anniversary.

1997



Denis Jalbert, still the sole owner up to this point, welcomes three shareholders to ensure the succession of his business: Serge Mélineau, Richard Blais, and Brigitte Jalbert.

2000 The company wins its third Excellence Award from the CCIRS.



2002 The company welcomes a new shareholder: Alain Hotte.

The Association des gens d'affaires de Boucherville (AGAB) presents Carrousel with the Aimé Racicot award.



2003 A new warehouse with office space is opened in Quebec City.

2004 Carrousel acquires Distribution René Careau de Québec, a company specialized in industrial packaging.

2006 The company has 175 employees, 5,000 clients, and a range of at least 5,000 packaging products of all types, sanitary and maintenance products, as well as packaging machines with maintenance service.



2007 Carrousel posts \$80 million in annual sales and expands its offices on Ampère Street in Boucherville.

The company expands its service offer by distributing industrial packaging products and machines.

2009 Carrousel acquires the Industrial Products division of Festival des Emballages Mitchell-Lincoln.



2010 Carrousel acquires Drummondville's Emballages JC, another family company with a business model and values similar to those of Carrousel.



2011 Brigitte Jalbert becomes CEO of Carrousel.



2013

Carrousel makes the list of Canada's Best Managed Companies.

2016

Denis Jalbert, the company's founder, passes away.

Carrousel attains **GOLD** status from **Canada's Best Managed Companies**.

2017

The Quebec City and Drummondville warehouses are expanded.

Shareholder Serge Méryneau retires.



2018

Brigitte Jalbert receives the **2018 EY Entrepreneur of The Year Award** in the **Business-to-Business** category. She is also honoured in the national component of this competition **with a special citation** for Strategic Leadership.

Shareholder Richard Blais retires.



Michel Bourassa, Executive Vice-President of Carrousel, becomes a shareholder.

The Boisbriand warehouse located at 1821 Boulevard Lionel-Bertrand opens.



A new brand identity is launched.



2019

Brigitte receives the **Order of Merit of the City of Boucherville**, the **Demers Beaulne Award for Large Business Entrepreneur** from the Réseau des Femmes d'affaires du Québec, and the **Excellence in Entrepreneurship Award** of the **RBC Canadian Women Entrepreneur Awards**.



2020

Brigitte receives the **Florence-Junca-Adenot award** presented by the City of Boucherville.



2020

A public warehouse opens at the Boisbriand site, where sanitary and maintenance products are sold. The pandemic increases Carrousel's range of products in this sector.

Carrousel earns the prestigious honour of **Platinum Club** status for having retained its **Canada's Best Managed Companies** designation for at least seven consecutive years.



2021

Emballages Carrousel celebrates its 50th anniversary!

The company boasts \$167 million in annual sales and 400 employees. It serves 18,000 clients through its network of 300 suppliers, and offers more than 6,000 products, 2,540 of which are eco-friendly.

Carrousel acquires Groulx Robertson-Venus, a company specialized in laundry and dishwashing products.

The company has the objective of reaching 200 million in annual sales during the year.

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