

CARROUSEL

— UNE HISTOIRE DE ♥
DEPUIS 50 ANS



PRESS RELEASE

Emballages Carrousel: 50 years of passion at work, and a future that promises to be green!

(Boucherville, March 2021) – Family businesses that make it to the 50-year mark after successfully handing over the reins to the next generation are few and far between. Boucherville's [Emballages Carrousel](#) is one of those few.

Founded by Denis Jalbert in 1971 with only a few dollars in his pocket, Carrousel is now the largest independent distributor of packaging solutions in Canada. The company boasts 400 employees and \$167 million in annual sales, with the objective of reaching 200 million during the year. It has 18,000 clients across Quebec, some of whom have been with Carrousel since the very beginning.

"Half a century, now that's something to be proud of," says the founder's daughter, **Brigitte Jalbert**, who's been at the helm for the past 10 years. "I'm very grateful to my father for embarking on this incredible Carrousel adventure and to our employees for driving the company forward through their talent, energy, and dedication."

To kick off its 50th anniversary celebrations, Carrousel is releasing a [video](#) showcasing key moments in its history. Numerous activities will be held throughout the year to mark this important milestone in Carrousel's journey.

Two generations of passion for entrepreneurship

In the Jalbert family, the entrepreneurial spirit was passed down from father to daughter. After cutting her teeth in nearly every sector of the business, from HR to marketing, through sales and purchasing, Brigitte Jalbert was well prepared to take the reins of Carrousel in 2011. Under her leadership, sales have grown from \$98 million to \$167 million, and the employee happiness index remains high, as evidenced by the excellent staff retention rate. "Close to 65% of our employees have more than five years of seniority," says Jalbert. Well-being at work is a must for this strong-willed, caring woman who has surrounded herself with a solid management team to ensure the company's growth and sustainability. She has also earned a dozen or so awards and distinctions in recognition of her vision, perseverance, and management skills.

Well-known for her enthusiastic leadership style, Brigitte Jalbert jumped at the opportunity to lend her support to [Les Audacieuses](#), as part of the Leucan Shaved Head Challenge. "The timing of this project coincides perfectly with our 50th anniversary. By offering up my hair, I'm hoping to make a powerful gesture to raise people's awareness about childhood cancer." Ms. Jalbert personally raised \$70,000 and Carrousel donated an additional \$50,000 on behalf of all employees, a result that ranks among the top 10 collections made by a Shaved Head Challenge participant.

Green initiatives that bring about change

At Carrousel, respect for people is a priority, as is nature conservation. The company does its utmost to offer innovative packaging solutions that protect products while also safeguarding the environment. Through its [Engagement 500 Plus](#) program launched in 2019, Carrousel has more than tripled its eco-friendly product

offering from 735 to 2,540. On April 22, Earth Day, the company will launch a new digital catalogue of sustainable packaging materials that hold at least one certification from a recognized authority.

Another major priority for Carrousel is stretch film, which represents a real environmental problem. As part of its [Carrou-cycle](#) program, introduced at the start of the year in collaboration with its longtime business partner, Polykar, Carrousel picks up the used stretch film from its clients' plants and delivers it to Polykar, who then transforms it into new plastic products, effectively keeping the material out of landfill sites.

Well positioned for another 50 years!

Carrousel first made its mark in the food service packaging sector, and then gradually expanded its offer by distributing industrial packaging products and equipment, sanitary and maintenance products, as well as by manufacturing paper bread-bags at its Carfabel plant in Boucherville.

Spurred by its relentless quest to innovate, Carrousel has worked tirelessly to diversify its product range in order to meet the needs of existing clients and to carve out new markets. The company is seeking to ramp up its presence in several sectors, including lodging, packaging solutions for e-commerce, and packaging for the greenhouse and market gardening industries, considering society's growing interest in food self-sufficiency. Already well-established in the sanitary and maintenance products market, Carrousel aims to further develop its expertise in order to become a key player in this industry. "All these sectors are evolving rapidly and we're seeing great opportunities for the future," says **Michel Bourassa**, Chief Executive Officer at Carrousel. "We're ready to take on the next 50 years—at least!"

About Emballages Carrousel

Headquartered in Boucherville since its founding in 1971, [Carrousel](#) is now the largest independent distributor of packaging solutions in Canada. This jewel of Quebec's economy boasts \$167 million in annual sales and owes its success to its 400 dedicated employees, strong network of 300 suppliers, and 18,000 clients. The company offers more than 6,000 products, 2,540 of which are eco-friendly, and distributes them across Quebec thanks to its fleet of 50 delivery trucks. The company operates four warehouses (Boucherville, Quebec City, Boisbriand, and Drummondville). Carfabel—Carrousel's manufacturing division—manufactures paper bread-bags at its Boucherville plant.

In 2013, Carrousel made the list of **Canada's Best Managed Companies** and, in 2019, earned the prestigious honour of **Platinum Club** status for having retained its Best Managed designation for at least seven consecutive years. Carrousel is also listed among the **300 most sustainable SMEs in Quebec** according to the 2020 ranking by *Les Affaires* newspaper.

The company is also actively involved in the community, contributing the equivalent of \$155,000 in donations and sponsorships every year. Moreover, through its **Fondation Carrousel du Fonds de Notre Coeur** created in 2002, the company has donated over \$175,000—half of which was raised directly by employees—to various causes. Website: Carrousel.ca

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Source: Emballages Carrousel

For information: Marie-Josée Gauvin
MJG Relations Publiques
514-247-0088
mjgauvin222@gmail.com

