



# EAPI

Better By Design

## THE MARKET

East African Packaging Industries Limited was registered in Kenya in 1959 and entered the market by setting up a factory in Mombasa for the manufacture of paper sacks. EAPI currently operates two separate divisions: the Paper Sacks Division (PSD) in Mombasa, and the Corrugated Cartons Division (CCD) in Nairobi, each with their own management. The managing director is based at CCD in Nairobi. The company is

awareness as the economy grows over the coming five to ten years. The brand anticipates that both turnover and market share will rise despite fierce competition in both the corrugated cartons and paper sack manufacturing sectors.

## ACHIEVEMENTS

- EAPI celebrated 50 years of business in 2009. The EAPI corrugated cartons factory in Nairobi is ISO9001 (quality management

was listed on the Nairobi Stock Exchange in the early 1970s with 25 percent of the shares in the public domain.

## THE PRODUCT

The brand's products are designed to protect whatever is packed inside them, be it to protect tea from tainting; flowers from being crushed; or cement dust from leaking out of the sack.

Packaging solutions are offered to tea



the leading corrugated carton manufacturer in East Africa.

Corrugated cartons are supplied to regional industry players principally involved in the significant flower and tobacco export sectors, horticulture, removals and archiving sectors as well as the fast moving consumer goods market (FMCG's).

Multi-walled paper sacks are supplied to the regional tea producing and blending companies for the export of tea, as well as to the regional cement and lime industries.

EAPI targets the top-end of the market. For these clients delivering top quality export products is crucial and customer service is therefore expected to be of international standards.

By utilising the latest technology, equipment and innovations the brand remains at the leading edge of the industry while remaining competitive in price and top in quality. The goal at EAPI is to provide quality products and services while maintaining total customer satisfaction.

The EAPI brand aims to grow in public

system) and ISO14001 (environmental management system) certified

- The paper sacks factory in Mombasa is ISO9001 and ISO22000 (food safety management) certified
- EAPI was the first paper packaging company in East Africa to be ISO9001, ISO14001 and ISO22000 certified

## HISTORY

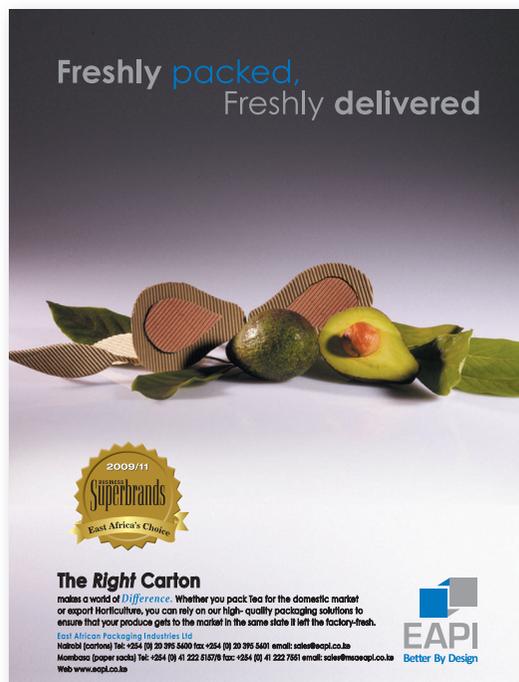
EAPI was founded in 1959 in Mombasa by Mr John M. Kalmanson. The Mombasa factory was initially set up to supply multi-walled paper cement sacks to the cement plant that is today owned by Bamburi Cement. At the same time EAPI established a corrugated carton factory at a new site in Kitui Road in the Industrial Area of Nairobi. In 1967, EAPI took over Kenya Box Limited and commenced carton manufacture in Mombasa, primarily for the Tanzania market. In later years carton manufacture was consolidated in Nairobi.

In the '70s the business was exporting all over the region in addition to the Middle East and

producers, tea blenders, cement producers, grain millers and coffee exporters. The various sacks are manufactured according to customers' preferences and conform to the statutory and regulatory requirements of KEBS; the quality standards of ISO9001:2000; and the food safety standards of ISO22000:2005.

Various types of corrugated carton are used depending on the planned end-use and the company are specialists in the manufacture of single face kraft (SFK) that is used in a number of industries for the protection of fragile or sensitive items. In order to fulfill wide ranging customer demands, the brand offers:

- Exact sizes made to order
- All styles produced in-house
- Plain or 4 colour printing
- Stitched, glued or self-locking cartons
- Extensive die-cutting capabilities
- Cartons with hand holes and locking tabs
- Cartons with dividers and pads
- A vast range of board grades
- Single face kraft and kraft paper



A full in-house design and sample making service using the latest CAD technology enables EAPI to design and pack products from scratch. New artwork, existing logos or almost any media can be scanned to provide the desired packaging result. Expert design technicians in the graphics department work hand-in-hand with customers to maximise the colour and graphic impact of their finished product, then skillfully oversee the pre-production process to eliminate potential problems before they arise.

#### RECENT DEVELOPMENTS

EAPI recently launched its Eco-Jeneza, an affordable and environmentally friendly coffin crafted from heavy duty corrugated cardboard that can hold up to 120 kilograms. These are distributed through leading funeral homes and are biodegradable and suitable for both burial and cremation services.

#### PROMOTION

The brand does very little advertising apart from an advertisement in Msafiri magazine, the bimonthly in-flight magazine for Kenya Airways, as they see EAPI as a business-to-business brand.

An excellent website that is regularly updated maintains their internet presence.

The brand's employees are very keen on running and the corporate team performs well in the Lewa and Nairobi Marathons. In 2010 the EAPI team came third in the Standard Chartered Nairobi Marathon.

#### BRAND VALUES

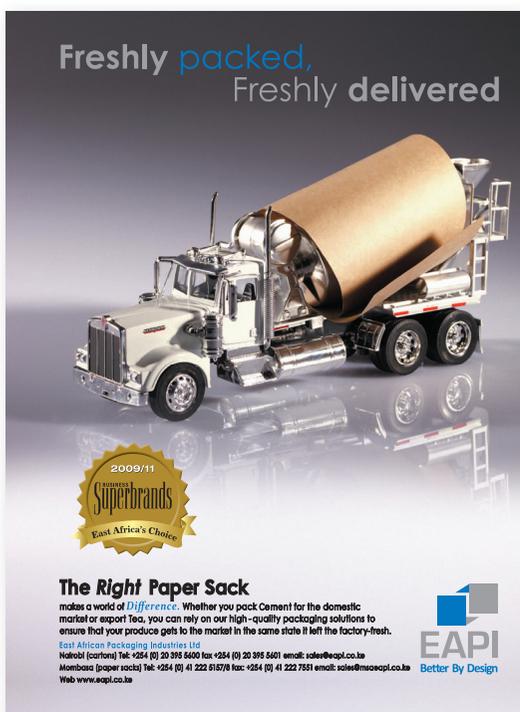
One of EAPI's values is to be passionate about customers and to offer superior quality and excellent customer service. The brand's promise to consumers is to protect whatever is packed inside their products.

Outstanding customer service, exceptional quality and unsurpassed flexibility form the foundation of their entire manufacturing process. Each department in the company and every aspect of production are structured to facilitate prompt response to their customers' requirements. Professional sales and design teams utilise extensive industry experience in delivering successful solutions, quickly and efficiently.

EAPI uses a logo of an expanded, three dimensional box in their corporate colours of blue and grey with their slogan 'Better by Design'.

To ensure the consistent, excellent quality of its products, all raw materials are tested before being accepted for the manufacturing process. The brand believes in:

- Communicating openly and honestly
- Using teamwork for optimum results
- Focusing on key business priorities
- Keeping it simple
- Keeping their promises
- Supporting each other.
- Developing passion for their customers
- Being hard on issues, but soft on people
- Stewardship



#### THINGS YOU DIDN'T KNOW ABOUT EAPI

- EAPI products are recyclable into paper and other paper products
- The company avoids the use of wax and moisture resistant coatings that render products unrecyclable
- Advice to customers on disposal of products is offered and also a return service for recycling purposes
- A water treatment plant has been commissioned that recycles about 70 percent of waste water generated