



Outside the box partnership helps fuel opportunities for local packaging business Stevcon

Catapult Grey Bruce is continuing its mission to connect local businesses with business mentors and helping them thrive. Recently, through Catapult's Fast Lane program and with the support of Grey County, Stevcon Packaging & Logistics Ltd. was able to do just that.

Stevcon is a packaging facility in Bruce, Grey, and Huron counties, providing a variety of specialized packaging solutions both locally and nationwide. They design and manufacture packaging solutions for industries including nuclear and medical isotopes and it was this growth potential that was the impetus for the initial connection.



As Steve Warwick, company founder & CEO recounts, it was at an OCNI (Organization of Canadian Nuclear Industries) networking event where the Nuclear Innovation Institute suggested Stevcon might be the perfect fit for Catapult's new programs and encouraged reaching out for support.

As part of the Catapult program, Stevcon's team was connected with local mentor and industry expert, Ken Brown. The diagnostic phase of the program revealed Stevcon was in need of sales and marketing support, which was broken down into various projects to help Stevcon reach their sales goals and see the business grow. While company founder Steve Warwick brought 30+ years of industry knowledge and packaging experience, the outside the box thinking provided by the program is what is helping propel the business into the future.

Stevcon also designed, created, and launched a revised website with the program. The new website provides a much more professional look and clearly communicates the variety of solutions they provide. Stevcon gained valuable marketing insight from mentor Ken, as his expertise included the medical industry, updating their business plan to include the growing isotope business.

“Ken really took the time to become familiar with our processes, learned the customer base, team roles, and projections. Ken would provide checks and balances on those, his guidance and keeping us in our lane was exactly what we needed.” says CEO Steve Warwick.

The time together helped Stevcon solidify processes for finalizing sales with prospective clients and understanding the value of what they do best: “customized packaging solutions”. “Having both updated sales processes and business planning really helped us move our business forward,” continued Steve.

The team ensured there was a renewed focus on a winning culture and more diversity within the organization, not just within the team, but partnerships, vendors, and community organizations. “Ken really helped us understand the arm’s length view of meshing our corporate mandates with the business needs,” said Steve Warwick.

As part of the future planning, there are plans to expand the workforce to a total of twelve from the current eight by the Fall of 2022. This goal is based on stabilizing the sales so they can ensure steady employment.



The team will be looking in the near future for “team members with skilled construction backgrounds, someone who can use common construction tools and would love to work indoors without the elements to compete with,” says Scott David, VP of Sales & Marketing for Stevcon.

Stevcon is excited to partner with Georgian College and those who are interested in carpentry and outside the box thinking to help build their workforce. Included in their large facility along the beautiful shores of Georgian Bay is a testing facility similar to the set of Mythbusters where innovative ideas are encouraged and new solutions are waiting to be found. It's the perfect opportunity for student science class partnerships and experiential learning.

A key mission for future growth is to continue the expansion of their Made In Canada Isotope Packaging and Testing Hub, part of their local facility.

“I would absolutely recommend this program to others. It's much deeper than the work we did with Ken. It's the local networks we've been able to grow and cultivate as a result as well.” said Stevcon CEO Steve Warwick.

The future is bright and it's clear, Stevcon's ambitious goals are nicely matched by the team's enthusiasm for the local community, the opportunities they see in the Owen Sound area, and their desire to succeed.

For more information about **Stevcon Packaging and Logistics** please visit www.stevconpackaging.com or contact info@stevconpackaging.com.



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