

## **Going Global – LPS Industries**

Since its inception almost 65 years ago, LPS Industries, a family-owned business headquartered in Moonachie, NJ, has become well-known for its innovative strategic approach to packaging and its resilient culture. Over the years, this flexible packaging manufacturer has been noted for its ability to make the critical changes necessary to address evolving market demands. This was obvious from the very beginning when founder John Robinson was one of the first to introduce the ‘zip lock’ to plastic storage bags. That early commitment to embrace unorthodox ideas has proven to be a distinguishing factor in the organization’s success over the decades.

The company continued to flourish under the guidance of the second generation of leadership as John’s daughter, Madeleine, took over the role as CEO. With her depth of understanding of the flexible packaging industry combined with her business acumen, she was able to help the company navigate through the constant changes they were facing. In doing so she turned to the New Jersey District Export Council (NJDEC)/United States Commercial Services (USCS) to leverage their international resources – most specifically relying on them to target corporations engaged in the medical device and health care sector.

The International Trade Specialists at the USCS provided critical counseling for Madeleine and her team when they attended the Annual Scientific + Clinical Lab Expo (AACC). Gaining important exposure and building meaningful connections at this premier expo was essential for LPS. Walking through the trade show, they were introduced by USCS to over 800 exhibitors from around the world who were all focused on clinical testing and patient care. With the support of USCS, meetings were arranged with potential buyers. LPS registered for the USCS government support programs which increased their exposure and enabled them to meet colleagues from across the globe. With help from USCS they applied for, and received, a State Trade Expansion Program (STEP) grant from the state of New Jersey. That grant came in very handy as it was used to partially offset the costs of their exhibitor’s booth at the Pack Expo & AACC trade shows.

Over the years, the company relied on many of the resources at USCS. In addition to on-site support and counseling at targeted international conventions, they also gained access to hands-on training and information on other challenging topics, such as how to execute Search Engine Optimization (SEO) tactics to improve the flow of traffic to their website.

As a result of the support and resources from their international specialists, the company’s footprint grew as did their openness to new ideas. When the Covid pandemic hit, they were able to shift their approach, expanding from production of traditional medical device

packaging (for items like pregnancy tests and blood analyzers) to include packaging for Covid test kits. They also began to adopt a fresh approach to exporting, creating a hybrid model that relies on traditional direct exporting along with indirect exporting to customers from places like Italy, France, Wales, Spain, Canada, Mexico and more. In this newly defined, Covid-influenced, world of outsourced exporting, LPS has morphed to include cooperating with consolidators and customers as shipping trends have significantly changed the structure of the flow of goods through the supply chain!

LPS Industries continues to forge ahead. And today it is the senior leadership's adherence to an innovative approach and a legacy that accepts change as inevitable that remains as the foundation of its success - just as it was on the first day that John Robinson launched the company.