

## **Dura-Fibre Expands Folding Carton Team**

*Company hires two employees to meet the needs of a growing business and industry segment.*

Menasha, Wis. (June 25, 2013) - Dura-Fibre today announced the hire of two employees, Karen Kromat and Veana Carpenter, as account representatives to their heavy weight [folding carton](#) team.

Both employees bring extensive industry experience and knowledge to the company's expanding carton business. Kromat has a graphic design background, and 20 years of packaging sales experience. Throughout her career, she has won various sales and design awards. Kromat will be based out of Missouri. Carpenter brings 12 years of packaging industry experience, and will be based out of Michigan.

"Both Kromat and Carpenter bring a strong and unique skill set, and we are thrilled to welcome their talents to the Dura-Fibre sales team," said Debbie Koschmann, director of sales. "The folding carton market is rapidly growing, and we look forward to their great success with the company."

Both employees will be responsible for selling the company's laminated substrates to the heavy weight folding carton market, including sales forecasting, developing market plans to support sales goals, and development and care of customer accounts.

The company also recently [expanded their folding carton line](#) and developed an exclusive [folding carton swatch book](#) to meet market growth and service customer needs.

### **About Dura-Fibre**

Dura-Fibre, headquartered in Menasha, Wis., creates industrial packaging solutions and Heavy weight folding carton materials for use in a wide variety of functional performance and packaging applications. The company has been providing quality products and services for over 75 years.

352 Sixth Street  
Menasha, WI 54952

Phone 920.969.3600  
Toll Free 888.997.6543  
Fax 920.969.3688

[www.dura-fibre.com](http://www.dura-fibre.com)