

Convex Celebrates 40 Years of Innovation

Convex is turning 40 in October and will be celebrating four decades of ongoing innovation and growth. Over those past four decades, Convex has evolved from a one-man business with a home-made bag machine making plain plastic bags in a garage, to an international supplier of innovative flexible packaging solutions, with offices in three countries and 140 employees.

Convex was established in Hamilton, New Zealand in October 1976 by David Fredericksen, who still owns the company today.

Packaging innovation is the cornerstone of Convex's business. From the very first bag machine, Convex has demonstrated an unwavering combination of Kiwi ingenuity, creativity and visionary thinking, to deliver what their customers have wanted.

Convex Managing Director, Owen Embling, says, "Not having enough finance to buy a new machine or being told that a particular process is impossible has never stopped us – it has simply inspired us to think outside the square to develop a different and often better way of doing things."

In 1978, Convex made their first foray into printing by reconditioning two old paper printing presses into one workable three-colour printing press. The company's innovative engineering team, used the old frames and rollers from the two paper presses and built their own drying, unwind and rewind system, to create a press that met the market demand at the time for white and two-colour printing. Overall, the press cost \$7000 to build and later sold for \$21,000, creating some welcome capital to reinvest in new machinery.

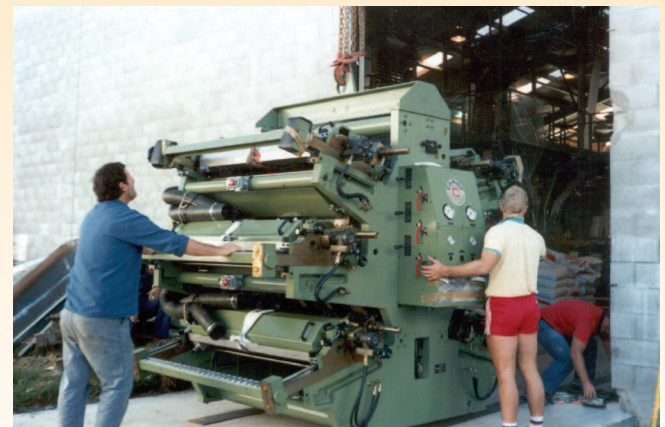
Printing at Convex was initially quite basic, with the maximum colour options being white and two colours. The colours were mostly used to put company names and logos on produce bags for onions, potatoes and carrots. The purchase of a six-colour stack press in 1984 enabled Convex to move into new packaging markets where more sophisticated printing was required.

In 1988, the purchase of a six-colour printing press boosted the company's printing capabilities and quality, and marked the beginning of what was to become a long string of printing-related awards. Since 1992, 11 Convex apprentices have gained industry recognition for their printing skills, and five of those achieved the ultimate accolade by winning the title of best flexographic apprentice. Convex is also the only company to have two team members inducted into the ANZFTA Hall of Fame. Printing Manager, Gary Dillistone, and Assistant Printing Manager, Danny McNamara, have both been recipients of this honour.

Convex's printing capabilities have continued to advance since 1988 and will be boosted once again in 2017, with the scheduled arrival in June of a new Windmüller and Hölscher Miraflex press.



Convex Assistant Printing Manager Danny McNamara (left) and Convex Printing Manager, Gary Dillistone, have both been inducted into the ANZFTA Hall of Fame.



Convex owner David Fredericksen (left) and Printing Manager Gary Dillistone, installing the company's first 6-colour CI press in 1988.

Owen Embling says, "After all those years of pushing the boundaries of packaging, we are not about to slow down. At Convex the word 'can't' is interpreted as an opportunity. Our company has been built on achieving the impossible, and there are plenty more wins yet to come."



The first Convex factory in 1977.



A new Miraflex printing press has been purchased by Convex for delivery in 2017.