



## **Johnson & Johnson Group of Consumer Companies, Thoro Packaging and SUPERVALU— A Perfect Package**

SUPERVALU, one of the country's leading retailer and supply chain organizations, serves millions of customers each day. An important component of meeting the unique needs of those customers, with

widely varying geographic, economic and demographic backgrounds, is through the company's Supplier Diversity program. Through this program SUPERVALU provides businesses owned by minority, disabled veterans, women and other diverse groups the tools to do business successfully with the organization.

SUPERVALU strives to foster economic growth, bring value to diverse suppliers and ultimately offer quality products to consumers. "When we evaluate vendors for our Supplier Diversity program, we are looking for industry expertise and insight, along with the capability needed to deliver," says Michael Byron, vice president of Supplier Diversity for SUPERVALU. "We seek suppliers who are focused on product and service quality, who understand their target markets and who have a solid foundation for production capacity and financial stability."

Part of this initiative includes a Second Tier Supplier program in which diverse businesses partner with consumer packaged goods or service companies to supply SUPERVALU retail stores.

Based in Southern California, Thoro Packaging is a woman-owned manufacturer of printed folding carton packaging for the Johnson & Johnson Group of Consumer Companies (JJGCC). Thoro is also a second tier supplier for SUPERVALU.

"We are pleased that companies like JJGCC rely on Thoro to help project their products' identities and that SUPERVALU's retail presence allows us to reach millions of end users," says Thoro Packaging President and CEO, Janet Steiner. "For more than 40 years, Thoro has manufactured high-quality folding cartons for various industries, including the health and beauty care industry. We like to think of it as creating beautiful packaging by a woman owned-company that appeals to woman consumers."

SUPERVALU started its Second Tier Supplier program in 2007 and currently has approximately 80 suppliers reporting spend with the company on a quarterly basis. As one of the reporting partners, JJGCC supports SUPERVALU's goal of creating opportunity and driving economic growth.

"The Second Tier Supplier Program enables JJGCC to bring innovative products with extraordinary shelf presence and customer appeal to the marketplace," says Val Palange, vice president and chief Procurement officer for J&J Consumer Products.

“Partnering with companies that share our goals of offering valuable business opportunities to the most qualified and diverse suppliers, and providing convenient solutions for consumers are a winning combination for both SUPERVALU and JJGCC,” stated SUPERVALU’s Michael Byron.

*Thoro Packaging is a west coast-based manufacturer of folding cartons and a certified woman-owned business. From product design to production and delivery, Thoro builds quality and service into every carton produced. For more than 40 years, Thoro has been making boxes that fit the budget and precise packaging needs of their customers in the pharmaceutical, health and beauty care, confections and technology markets. Thoro is an ISO 9001:2008 certified company, cGMP compliant, FSC and SFI certified and a qualified G7 Master Printer. For further information and sales inquiries, please contact us at 951-280-5078 or [sales@thoropkg.com](mailto:sales@thoropkg.com).*

**SUPERVALU**

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GROUP OF CONSUMER COMPANIES

