



PLANTS, MILLS, warehouses and sales offices are strategically located and carefully coordinated to supply the nation's growing demand for Quad-Lok containers.

STACKING STRENGTH of Quad-Lok shipping containers permits easy warehouse storage. Home freezers in each of these containers weighs about 400 pounds.



A demanding purchasing agent helped design the new container which proved that . . .

Quad-Lok

delivers the goods

"Sure, I'll buy your shipping containers—when they're better than the packaging I'm using for my product now.

"Make 'em strong enough to stand up under the rough handling they'll get around here, and the worse treatment they'll get in transit."

The salesman squirmed as the purchasing agent continued.

"Your container has to do justice to our label, be light in weight and simple to pack. Make it a perfect fit for my product and easy for the retailer to open. And, one other thing. It has to be priced right. Look me up when you can fill that order!"

"And now, if you'll excuse me . . ."

The crusty agent swiveled around in his chair after having described the near-perfect shipping container. A container that didn't exist.

With such a challenge ringing in their ears, sales and engineering personnel of Weyerhaeuser's shipping container division conceived an idea that brought a new look to the container industry.

Realizing that the conventional stitched or stapled joint left something to be desired for some container uses, they came up with a joint glued in four corners. It was tagged with the intriguing and descriptive name, Quad-Lok.

Testing program

Many stumbling blocks were met and overcome in the long process of winning acceptance for the Quad-Lok container. Engineers ran exhaustive tests to prove that the new design was superior to others. Quad-Lok stood up well under the stress of the testing program. Time has provided further proof that it offers the manufacturer greater stacking strength and more resistance to the internal forces that tend to burst a container. Because of painstaking accuracy in manufacturing, Weyerhaeuser containers are assured of giving greater protection to products shipped.

But the fussy purchasing agent wasn't the only one who had to be satisfied. At public hearings called by the railroads, the company was obliged to prove that Quad-Lok could withstand the stresses and strains of "in transit" conditions.

When their product had passed its tests with flying colors, company engineers had to come up with new machines to make the container at a reasonable cost. The results of their efforts are now standard equipment in all company container plants.

In 1957, Weyerhaeuser made its entry into the end-product container business. It came with the merger of Kieckhefer Container Company and Eddy Paper Corporation into the parent company. This merger brought into clear focus an aim of the company: to achieve maximum utilization of its forest crop.

The merger had other objectives. Assurance for the container plants of a steady and dependable source of raw materials. It meant



"All I want are the facts, Mister, just the facts," seems to say James E. Frary, purchasing agent for Clemons Branch and Grays Harbor Branch at Cosmopolis, Washington.

that customer demands for the products of the company's container divisions could be more effectively met.

Today, three large pulp and paper mills transform thousands of tons of wood chips annually into strong containerboard for the manufacture of shipping containers. Production at mills in Longview, Washington; Springfield, Oregon; and Plymouth, North Carolina, is carefully coordinated to meet the demands of converting plants in 20 states.

Location of these plants is a matter of economics. They are situated as close to potential markets as possible, and in communities where living conditions are favorable and an adequate work force is available.

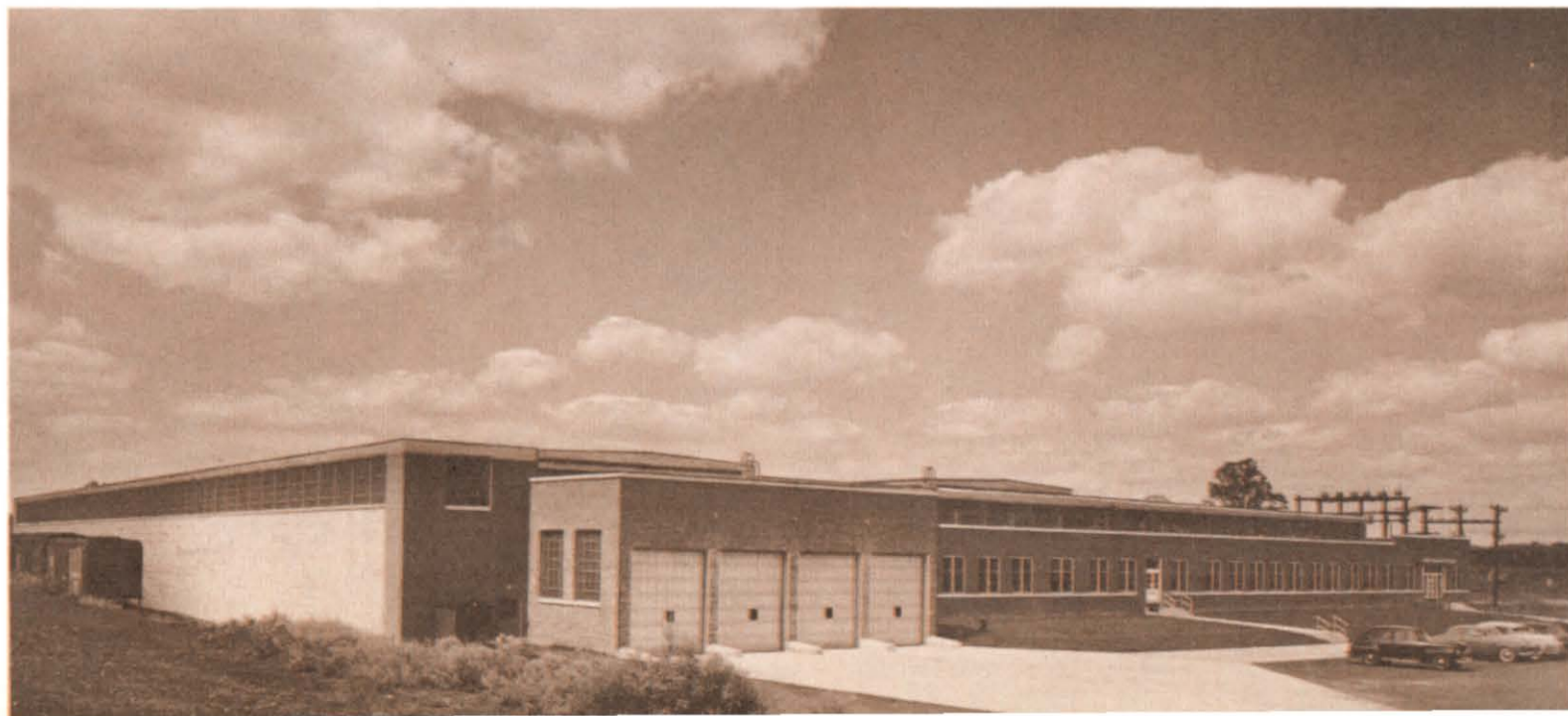
Forty-one sales offices spotted throughout the country receive and process customer

orders. Sales representatives who are familiar with local conditions and having knowledge of the requirements of their customers, are in a position to provide maximum service. They are also able to recognize new demands for containers and can thus help to develop new business.

Quad-Lok containers today find use in packaging nearly everything from peanuts to washing machines. Automobile parts manufacturers find them superior for shipping the many items required in replacement and maintenance of your car. Quad-Lok protects such diverse necessities as home freezers, apples, TV sets, oil, crackers, fruit, pie plates, beer, soap and soup.

At a distance no greater than a few steps, you can see a dozen or more items that came

TYPICAL of the 21 plants serving markets throughout the U. S. is Weyerhaeuser's shipping container plant in Baltimore. Each plant employs about 120 people.





VERSATILE Quad-Lok containers come in a variety of sizes.

CONTINUED

to you or your retailer in the dependable fiber shipping container.

Sales statistics show that the once-impossible demand of the purchasing agent has been fulfilled. Quad-Lok is delivering the goods.

In recent years, increased customer demand has brought Quad-Lok to the front rank of the industry that each year supplies over 70 containers for every man, woman and child in the country. Other firms are now gearing their production schedules to turn out the unique container with the glued joints. With Quad-Lok's future tied to the rising demand for consumer goods packaging, even the hard-



PRODUCTS such as this portable TV set arrive at stores all over the U. S. packaged in strongly reinforced Quad-Lok containers.

to-sell purchasing agent agrees that the prospects for both appear bright.

Today, Weyerhaeuser shipping container salesmen needn't squirm under the demands of a hard-to-please prospect. They are armed with time-tested facts about the versatility, durability and serviceability of their products.

They work in a highly competitive market with ever-changing demands where new products and their packaging challenges pop up almost daily. With populations "exploding," demands for this relatively new product of the



CUTAWAY CARTON for TV set shipment shows intricate and sturdy packaging that ensures the product's arrival in undamaged condition.

forest will keep rising.

Weyerhaeuser is anticipating the rising demand by building new production facilities. Construction of a new shipping container plant at Lynchburg, Virginia, this year highlights the trend. Other plants, strategically located near important markets, are on the drawing boards.

Not only will markets be better served, but Weyerhaeuser will move closer to its goal of greater utilization of its basic resources—the tree.

CONTAINERBOARD, manufactured at this Plymouth, N. C. mill and other mills in the Pacific Northwest, is

shipped to numerous plants throughout the East and Midwest for conversion to Quad-Lok shipping containers.

