

## Sourcing/Procurement News

### New Supply Chain Manager Brings Data-driven Focus to Bell Incorporated

**Brad VanGelder points to objective business metrics as basis for accountability in supply chain; 19,000 trees saved in three months underscores onus of sustainability on packaging industry**

By Editorial Staff



Sioux Falls, SD — August 14, 2009 — Brad VanGelder has joined **Bell Incorporated**, the Sioux Falls-based paperboard packaging manufacturer, as supply chain manager, with a charge to develop the company's global [sourcing](#) strategies, including supplier selection and performance standards, logistics, warehouse management, budgeting and personnel management.

VanGelder says he joined Bell because the company has been recognized repeatedly for its forward-looking supply-chain initiatives, and because he believes that his technology background will enable him to introduce tools to bring Bell's supply-chain philosophies to full fruition.

Accordingly, VanGelder has set his sights on first introducing more data-driven tools to analyze, interpret and communicate how suppliers are performing. "It's all about [accountability](#)," said VanGelder. "You can have a productive discussion about how to improve in any area — quality, delivery, responsiveness and cost — if it's based on objective business metrics."

Data-driven applies to Bell's own performance, according to VanGelder, including when it comes to a sustainable supply chain. In his first meeting with one of Bell's major scrap suppliers, he asked for a performance report on Bell's recycling and reuse. Using EPA metrics, results showed that from April through June 2009, Bell's recycle and reuse initiatives saved 19,000 trees, 3,400 cubic yards of landfill, 8 million gallons of water and about 4.5 million kilowatts of electricity (enough to heat more than 1100 homes for six months), and prevented 68,000 lbs of air pollutants.

"These numbers speak to far more than the accomplishments of one packaging company and its suppliers," said VanGelder, "but also to the responsibility of an entire industry to run their supply chains sustainably."

"Brad joined in April and started making things happen immediately," said Samantha Parsons, finance director at Bell. "He comes to us with both the credentials and the can-do attitude we need to drive continuous improvement in Bell's supply chain practices."

VanGelder most recently was responsible for global [supplier management](#) at **Woodward Governor**, the world's largest independent designer and manufacturer of energy control solutions for aircraft and industrial engines, in Fort Collins, Colo. Prior that he was global materials manager for **Echostar**, an Englewood, Colo., digital media company.

Bell Incorporated is one of the 10 largest independently owned folding carton companies in the country, and the world's largest supplier of paperboard envelopes. By investing in the latest high-speed converting technology and maintaining a lean, entrepreneurial organization, the company has established one of the lowest cost structures in the industry while maintaining a high degree of responsiveness and flexibility. Bell's major customers include Barilla Pasta, Berry Plastics, UPS, General Electric, and the U.S. Postal Service.