

## 2023 Update: Williamson Continues Growing and Innovating

*Williamson has been busy in 2022 and 2023.*

Throughout this period, we've remained committed to the principles that have kept us going for over 70 years: maintaining strong customer relationships, recognizing our exceptional people, providing invaluable technical expertise, and navigating the ever-changing industry landscape.

Let's dive into the latest happenings that have been shaping our journey over the last couple years.

## ADAPTING TO COVID RESTRICTIONS

When the Covid restrictions hit Canada in 2020, every industry was scrambling to adjust to the new environment.

Williamson was no different.

Right from the outset, Williamson was busy adapting and finding ways to continue serving our customers. From our home in Grimsby, we were constantly communicating with Flexo printers across Canada, hearing what they needed, and finding ways to keep them going. It was all part of being an essential link in the supply chain for food packaging and consumer goods.

The changes have continued. Earlier this year we resumed making plant visits across Canada. It's great to get back out to connecting with customers in-person.

It's an important part of our work maintaining great relationships and understanding what Flexo printers need.





## Focusing On Our People

All through the industry changes, we continue embracing people as our key resource. This year Williamson celebrated some key anniversaries, including:

- 🌈 **Ross McCallum, President, celebrating 40 years**
- 🌈 **Rick Schaus, General Manager, celebrating 45 years**
- 🌈 **Joel Race, Purchasing & Logistics Manager, celebrating 20 years**
- 🌈 **Marie-Claude Gray, Finance Coordinator, celebrating 5 years**

On June 1st the Williamson team gathered at Ravine Vineyard in St. David's, Ontario to celebrate these milestones. Each of these people resides in the Niagara Region and are proud members of their communities.

This year we also honoured those employees retiring after many years of dedicated service. Williamson's 2023 retirees include:

- 🌈 **Steve Eagles, Senior Technical Sales Representative, retired after 26 years with Williamson, and 42 years total in the industry. Steve is replaced by David Franze.**
- 🌈 **Shelley Lincoln, our long-time Customer Service Representative, retired in November 2021 after 29 years of service. Shelley is replaced by Steve Clark.**

Williamson's priority of experience continues with our new team members, as David brings 40 years of experience in the Flexo printing sector, while Steve brings 20 years of experience in customer service.



## EMBRACING THE POWER OF TECHNOLOGY

Finally, Williamson continues investing in technology to ensure our customers and employees have the tools and information they need to keep our customers informed and productive.

In 2022 we completed our move to Microsoft 365 across all users, and in 2023 moved to the Microsoft SharePoint file services, which now provides full remote access for a hybrid workplace.

Similarly, our website continues evolving as a customer portal, showing our supplier-partners portfolio of the latest in product evolution.

### Ready to Serve

Williamson continues building the people, technology and processes to serve Canada's Flexo leaders.

Watch this space for more updates on the ways we're working hard to serve you better.