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Leading Packaging Company Expands with Four New Sales Hires

Baltimore, MD, March 7, 2011 – Pack Appeal, a division of Bindagraphics, proudly announces four new sales hires – Ron Schilling, Sean FitzPatrick, Mike Stevenson, and Laura Lee. The new hires come to Pack Appeal from B.C. Lucas, where they acquired over 100 years of combined experience in providing multimedia packaging and fulfillment solutions.



Ron Schilling



Sean FitzPatrick



Mike Stevenson



Laura Lee

“This addition allows us to expand our reach beyond the Mid-Atlantic region,” says Matt Anson, President of Pack Appeal. “This veteran sales team is well-versed in providing solutions utilizing vinyl binders, tabs and fulfillment, which complement Pack Appeal’s existing line of rigid set-up boxes, turned-edge binders and custom packaging.”

“And some of those fulfillment opportunities give us a chance to send business to commercial printers who are loyal customers of our trade bindery Bindagraphics, to whom we feel indebted,” notes Anson. New hire Ron Schilling, former President of B.C. Lucas, adds, “Pack Appeal’s position in the market, and the high-quality products they design and manufacture, give our tenured sales team the wings and runway they need to continue to offer the highest level of packaging solutions to existing and new customers.”

About Pack Appeal

Pack Appeal, formerly known as Quality Information Packaging, has provided high quality binders, slipcases, tabs, and media holders for more than 25 years. Pack Appeal is part of the Bindagraphics family of companies with 375 employees and manufacturing locations in Baltimore Maryland, Buffalo New York, High Point North Carolina, and Atlanta Georgia.

