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West Chester's StratusGroup makes products stand out

THURSDAY, MAY 20, 2010

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On the crowded shelves of supermarkets and department stores, it's not always enough for a product to be great. It also has to look great. Creative, or just plain pretty, packaging can make a beverage, beauty or food product stand out. And an eye-catching packaging can lead to

increased sales.

The people at [StratusGroup](#) in West Chester, Ohio, have built a vibrant and growing business out of designing premium packaging techniques. The company was built by Cincinnati natives Robert Curran and his son Curtis in 1992. The pair started the business shortly after Robert sold his first to international label conglomerate [CCL](#).

"We explore all that's in the marketplace, and find the most up-to-date technology (clients) could use for packages," says Christopher Corgiat, Marketing Manager for StratusGroup. He said there often is a "gap" of understanding between designers, who create the look of package labels, and converters, who use paper, plastic, dyes and equipment to print them. It's a gap that StratusGroup works to fill.

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The company develops and manufactures packaging solutions for clients in the food, beverage, health and beauty and pharma sectors, counting Fris Vodka, Wild Turkey bourbon, Seagrams gin, Hall's, Kroger and TGI Friday's among its clients. It specializes in pressure sensitive labels, paper board packaging and print technology and has evolved along with the fast-changing and highly competitive packaging industry.



The company employs 125, a number that has doubled in the past five years. There are plans to hire more sometime later this year.



Source: Christopher Corgiat, StratusGroup

Writer: Feoshia Henderson

