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***FOR IMMEDIATE RELEASE***

**Independent Carton Group Approves Vista Color of Miami for Membership**

**NEWTOWN, CONN., JAN. 17, 2018** – The Independent Carton Group (ICG), now entering its 35th year in operation, is pleased to welcome Vista Color Corporation to its member roster. Vista Color, located in Miami, Fla., was approved for ICG membership during the group’s most recent general membership meeting in Wausau, Wis., which was hosted by local member Wausau Container Corporation. This brings the ICG’s total membership to 19 independently owned and operated folding carton manufacturers in 15 U.S. states and Canada.

Founded in 1968 by Cuban immigrant Jesus Serrano, Vista Color’s legacy is one that spans 50 years. After two generations, Vista Color remains a minority-owned business, and in 2017, the company received national acclaim and an invitation from the White House when it was named the National Minority Manufacturing Firm of the Year by the U.S. Department of Commerce.

Vista Color originated as a prepress house in the graphic arts industry before evolving into a commercial printer, then into the folding carton converter it is today. Like many ICG member companies, Vista Color serves diverse industries, including pharmaceutical, food, beverage, cosmetics and private label, and prides itself on high-quality production and superior customer service. Cartons are produced in Vista Color’s 85,000 sq. ft. manufacturing facility in Miami.

“We moved into the facility four years ago because we wanted a new press that wouldn’t fit in our old plant. We have always led with technology – it’s in our DNA – and we’re committed to our technology investments,” said Jess Hernandez, president of Vista Color. “We have a seven-color press with inline foil. We’ve built many efficiencies into our workflows. We do our own tooling and design. In many ways, because of our location, we’ve had to become self-reliant.”

Hernandez appreciates the value and benefits that ICG membership affords them. “Consolidation is the new industry narrative, and companies like ours are becoming a rarity. ICG membership strengthens our position in the market, while safeguarding our independent operation,” he said. “From disaster recovery to group purchasing, we have much to gain as a member. But more than that, we have a sounding board, an educational outlet for our employees, and an intimate forum where leaders come together to learn from one another and work through shared challenges.”

Vista Color is hosting the ICG’s technical conference on printing and prepress in October. “This will give members the opportunity to see Vista Color’s technologies in action,” said Jay Willie, executive director of the Independent Carton Group. “Vista Color is a great addition to the ICG. We look forward to supporting their growth and encouraging their contributions to the group.”

Over the past 35 years, the ICG has become a major force in the packaging industry. The group's 19 members collectively represent over \$800 million in annual sales and nearly 1,500 years of packaging history. ICG membership is highly coveted by many of the industry's "independents," privately owned folding carton converters that are not affiliated with a major paper mill. ICG membership enables independents to reduce costs, continually improve operations, implement disaster recovery plans, educate employees, expand services and apply best practices.

### **About Independent Carton Group**

The Independent Carton Group (ICG) is an association of independently owned and operated folding carton companies. The ICG helps its members provide exceptional products, service and pricing to their customers through group purchasing, continuity assurance, and educational and networking programs. Members include Accord Carton, Accurate Box, All Packaging, Colbert Packaging, Curtis Packaging, 3C Packaging, Dee Packaging Solutions, Diamond Packaging, Disc Graphics, El Paso Paper Box, Frankston Packaging, Indiana Carton, Jones Packaging, Royal Paper Box, Sonderen Packaging, Thoro Packaging, Vista Color, Wausau Container and Zumbiel Packaging. For more information, please visit [www.independentcartongroup.com](http://www.independentcartongroup.com).

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