

T.H.E.M. Commemorates 35th Year

MARLTON, N.J. -- On April 3, 2008, T.H.E.M. celebrated its 35th anniversary, with three and a half decades spent in the packaging field.

“Time goes really fast. We must have done something right to make it for 35 years,” said Eliot Kozarsky, who founded the company in 1973. Though he has passed on the role of president to son Neil, he continues to participate in the growing business as a member of the Advisory Board.

Kozarsky and his wife Joan began T.H.E.M. designing and developing new and innovative packaging for customers such as Hershey, Melitta, and W.R. Grace. Their design portfolio included both industrial and consumer packages.

“At the very beginning, we were modern-thinking,” said Eliot Kozarsky. “We were doing things that other companies couldn’t do, using combinations of materials and taking responsibility for the whole product. We presented American companies with new systems and equipment that allowed them to become leaders in the marketplace.”

T.H.E.M. evolved over the years that came, especially after Neil Kozarsky took over the helm as president in 1993. While the company continued its work with design and development, technology transfer, particularly from Japan, became an important element of the business. Concurrently, the company’s focus evolved increasingly to consumer goods. Relationships with companies across the globe allowed new technologies in packaging to expand the business. When the offices moved to Marlton, extensive space allowed them to add a contract packaging facility

But at its core, T.H.E.M. remains true to its founding principles; using Packaging as a strategic marketing weapon. Early business relationships with Hershey and W.R. Grace remain intact, and emphasis is still placed on the engineering aspect of packaging. “We’re still doing the design and development work, but the reach has now become truly global in scope,” said Kozarsky.

“We found a different niche for the same thing,” Joan Kozarsky said, referring to the company’s role in the introduction of stick packaging to North America.

“We’re sticking to what our clientele needs most, which is what we have to offer with new technologies and innovations,” said Kozarsky. “But things have changed because the focus is no longer just the design of a package, but the design of a system and the final product at a low cost.”

Where will the company be 35 years from now, on its 70th birthday? “I’m certain we will continue to work with integrated technologies,” said co-founder Joan Kozarsky.