

Stories by Dawn Morgan. Pictures by Rawle Culbard

# Adaptability ensures success

MANAGING DIRECTOR of **Packaging Centre Ltd**, **Phillip Cho**, may not attract your attention if you pass him on the street, as he wears cool and comfortable clothing and carries himself in a humble manner.

However, he is at the helm of a successful 30-year business, beginning as a hands-on do-it-all worker, diversifying and making changes as necessary through the years, then rising to his current position.

Phillip recalls: "**Dick Siu**, to whom I am most grateful, started Barbados Plastics and he saw the need for a company to cater to packaging and related equipment for the industrial and commercial market, and that is how I began working.

"I was educated and trained as a lab technician, because I liked chemistry and biology, and was still doing classes at Barbados Community College. In the early days I did not have a job title and I did everything and anything

myself, with the help of a labourer. Eventually we got a driver and more staff as the business grew.

"However, it was not a straight path to success. At one point when we were in Cavan's Lane, we sold cosmetics, little tool kits and so on, to keep our cash flow going and stay afloat. We then moved to White Park Road where we had a spice company and when both businesses began to expand, **Packaging Centre Ltd** came to this location in Green Hill."

While Dick Siu and Phillip always had aims to establish their own brands such as Mr Clean, Posh products, and more, they also sourced existing products and became representatives for manufacturers already in the business abroad. A distribution branch was opened in Trinidad and Siu mans the Miami office, thus handling the supply and shipment end of the business.

This flexible, on his toes



**PHILLIP CHO FOOKLUN: MANAGING DIRECTOR (RC)**

attitude has served Phillip well through the years and up to this date. He explains: "I continue to look at emerging trends and products so we can supply whatever the market needs. Sometimes a client does not have a fixed idea, or in consultation we can recommend a better type of packaging. I also keep my eyes peeled for new ways of packaging and introduce them to the local market."

The company also sells equipment to supermarket chains and supermarkets, for example Super Centre and JB's, to facilitate them being able to shrink wrap or otherwise package their products. Other items such as bag sealers, stapling machines, and every imaginable type of packaging, are required by restaurants, minimarkets and convenience stores, food vendors and so on. It is no

exaggeration to say that in every home and most buildings in Barbados there are items packaged by this business.

The managing director says: "We were always mindful to keep waste to the minimum and make every effort to run a green business. The plastic bags are bio-degradable and we also make reusable tote bags, on which companies and organisations can have their logo and name imprinted. We are very pleased to see the recent efforts to re-use and recycle materials in order to limit our national garbage load, and encourage our consumers to dispose of products in the best possible manner."

Looking back over the years, Phillip acknowledges the constant moral support and home-steadying role of his beloved wife Andrea, who put up with his long hours of work and ensured their four children were well nurtured. One son, Robin, works as general manager of **Packaging Centre Ltd**.

Phillip recalls: "I used to take him to trade shows and he would help in the business from the time he was a boy. I am very pleased to have him on board, knowing that he will continue to develop and expand the company.

"Our success is due to so many people who helped us, such as Audley Jordan of Jordan's supermarkets, and our bankers. Without the support and assistance of others, we could not have made it."

## Heartfelt thanks to all

**AS PACKAGING CENTRE LTD** CELEBRATES its 30th anniversary, management extends heartfelt thanks to **Dick Siu**, founder of Barbados Plastics and manager of the Centre's Miami office, all former and present staff, suppliers, well wishers and those who have advertised in this seven-page **NATION** special feature.

Special appreciation is expressed to all clients and a warm welcome to new customers.

The **Packaging Centre Ltd.**, is located in Green Hill, St Michael, Barbados BB12003 tel 417-5474 fax 425-5493 e-mail [packaging.centre@gmail.com](mailto:packaging.centre@gmail.com)