

Maverick's News Archive 2013-2015



Maverick Introduces New Boxes Tuesday, August 25, 2015

Maverick is pleased to announce we continue to improve our green efforts in the packaging industry, not only in our manufacturing of custom and stock closures, but also in our packaging going out to our customers in our new Maverick Boxes.

This week Maverick is launching its two newest boxes out into production as we continue to improve and provide our customers with a sustainable, high quality boxes to transport customer's capsules to them. These two boxes, our newest Champagne box and a longer eco box, give our customer's a 100% recyclable box, printed using soy based inks, improved stacking for better performance and redesigned box style for easier assembly and more reuses.

Another great feature of these boxes is its recyclability quality. Maverick has had in place for many years within its green initiative, a recycling program with our boxes where we can have as many as 7 or more uses from each box as we work with our customers to pick up all empty boxes and return them to our Ukiah facility for reuse. These newest boxes will stand the test against even more uses then before and overall quality improvements our customers have come to count on.

Taking into account the environment our supplier Capital Corrugated & Carton is ISO 9001 and 14001 certified and also works with the Safe Forest Initiative (SFI). To make sure that all of their efforts in manufacturing are renewable Capital has created a Tree Planting Program and for each box made they plant 4 to 5 trees to continue the cycle of sustainability in the environment. More information about their many affiliations with the Sustainable Packaging Coalition and more can be found at www.capitalcorrugated.com/affiliations.html.

Sustainability is a large part of Maverick as we continue to raise the bar in our industry to maintain and improve our green efforts. We are thrilled to be able to bring more of these elements into our boxes and to our customers everywhere.



**Maverick Introduces The Full Body Sleeve
Tuesday, July 21, 2015**

Looking for a design for your entire bottle without the need for costly etching and labels? How about a sleeve that contains all of that information incorporated into your overall design? Look no further, Maverick now offers Full Body Sleeves. Perfect packaging to make your bottle stand out on the shelf from the competitor! Contact us for more information at 707-463-5591.



VP of Sales Fred Koeppel Accepting Award

Maverick Awarded Business of the Year in Ukiah Monday, July 13, 2015

On July 10th, Maverick was awarded the prestigious Business of the Year by the Ukiah Chamber of Commerce at a Celebration Ceremony held at Mendocino College in Ukiah, CA. The award was given in honor of Maverick's success, known as the premier business in the secondary closure industry, and its continued contribution to Ukiah.

"Maverick was founded in the Ukiah community and through our hard work and efforts continue to stay a local source for the wine industry located only a short drive from the Napa area in beautiful California wine country. We are always looking to help our local community thrive and are happy to be able to keep our production facilities local to continue to provide jobs and improve our local economy. Ukiah is a small town with a lot of heart and we like to add to that and help in any way we can as our business continues to support 120 families in Ukiah, local businesses, events and non-profit organizations," Marketing Coordinator, Shelby White said.

At Maverick people make the difference. Our organization thrives on many things, but our employees and business relationships help make Maverick who it is today and as a team will forge the future and continued success to help Ukiah and Maverick prosper.

Maverick is honored to be named Business of the Year and will look to continue to give back to the community as they head into their 24th year in business.



EVP of Sales Jon Henderson with Plowshares Director & Staff

Maverick Donates to Local Plowshares

Thursday, June 18, 2015

Maverick Enterprises, Inc. located in Ukiah, CA. is none other than an amazing local success story. One of the largest businesses employing those in Mendocino County, working to supply the wine industry with secondary closures, Maverick not only looks to be successful, but to help spread that success in Ukiah to those organizations that work to help others in our community. This past week, Maverick's VP of Sales, Jon Henderson and Marketing Coordinator, Shelby White, stopped in at Plowshares bringing in a number of supplies and items purchased by Maverick to help support this non-profit organization and their dedicated service to help others. "We are very thankful at Maverick to have the success and well being that we do through our hard work and efforts. At Maverick we are always looking for opportunities to give back to the community that we all live in," Shelby said.

Plowshares is a non-profit organization that provides three hot meals a day to the homeless and less fortunate in Ukiah. They rely almost solely on local donations and the help of dedicated volunteers to run the community dining room, services and also supports the Meals-on-Wheels programs to help those home bound seniors with hot meals as well.



Maverick Announces Vice President of Sales
Friday, June 5th, 2015

Maverick Enterprises, Inc. is pleased to announce that Fred Koepfel will be moving from the position of VP of Operations to Maverick's VP of Sales. Fred will partner with our Executive VP of Sales and Business Development, Jon Henderson, to build on those existing relationships we have, as well as, forge new ones in the marketplace.

As our organization continues to evolve in an increasingly competitive industry, we are always looking to continue building an even stronger sales force. Maverick Enterprises is well-known for its outstanding customer service. The foundations of those relationships are built from every interaction we have with our customers. From the initial sales calls or on-site visits to our direct delivery of products to customers and the continuing support from our outstanding team of professionals we look to give nothing but the highest quality of service to our customers.

As VP of Sales, Fred will lead our Technical Services Team to ensure we are continuing to provide industry leading support and will oversee and drive our newly formed partnership. Fred will also begin working closely with many accounts, visiting customers at their facilities and making sure everyone has the support they need to help our customers continue to succeed.

We congratulate Fred on this position and look forward to his future career growth path.

For more information on Maverick and our award winning closures please visit our website at www.maverickcaps.com or call us today, 707-463-5591

Contact: marketing@maverickcaps.com



**Maverick Receives 2015 Best of Ukiah Award
Wednesday, May 20, 2015**

Maverick Enterprises, Inc has been selected for the 2015 Best of Ukiah Award in the Wine Bottle Capsules category by the Ukiah Award Program.

Each year, the Ukiah Award Program identifies companies that we believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and our community. These exceptional companies help make the Ukiah area a great place to live, work and play.

Various sources of information were gathered and analyzed to choose the winners in each category. The 2015 Ukiah Award Program focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the Ukiah Award Program and data provided by third parties.

About Ukiah Award Program

The Ukiah Award Program is an annual awards program honoring the achievements and accomplishments of local businesses throughout the Ukiah area. Recognition is given to those companies that have shown the ability to use their best practices and implemented programs to generate competitive advantages and long-term value.

The Ukiah Award Program was established to recognize the best of local businesses in our community. Our organization works exclusively with local business owners, trade groups, professional associations and other business advertising and marketing groups. Our mission is to recognize the small business

community's contributions to the U.S. economy.

CONTACT:

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Jon Henderson Presents Award to Kendall Jackson for 10 Billionth

**Maverick Presents Kendall Jackson with 10 Billionth Plaque
Monday, May 11th, 2015**

In commemoration to our partnership with Kendall Jackson Vineyard Estates, our VP of Sales and Business Development, Jon Henderson (pictured to the left) visited Kendall Jackson's facility to present Maverick's 10,000,000,000 plaque in honor of Kendall Jackson's Vintner's Reserve Chardonnay capsule becoming Maverick's 10 billionth capsule. Zack Reitzell, KJ's Procurement Manager (pictured right), and Veronica Briceno (pictured right), KJ's Material Planner, were there to accept the award on behalf of the company.

Maverick and Kendall Jackson have worked together for many years as we continue to provide KJ with nothing, but the best quality closures on the market for their brands. On behalf of Maverick we celebrate our 10 billionth capsule milestone and share this amazing accomplishment with Kendall Jackson as we look forward to many years and billions of capsules to come.



From left to right: Charley Sawyer, Clarence McCoy, & Jon Henderson

**Milestone at Maverick
Friday, March 27, 2015**

Maverick Enterprises, Inc. is very pleased to announce that after almost 23 years in business, Maverick marked a milestone in the record books hitting **10,000,000,000** capsules produced at its facilities in Ukiah, CA. We are very honored to share this news with the industry as we continue to grow and succeed with the help of our amazing team and customers. Maverick is a secondary closure manufacturer providing high quality capsules and alternative closures to the wine, distilled spirits, and specialty food industries. For more information on our company and 10 Billion reasons choose Maverick please visit our website at www.maverickcaps.com.



Maverick Enterprises and Amcor Flexibles Capsules combine forces and strengthen their positions in North America

Wednesday, January 28, 2015

Napa and Ukiah, California – On February 1st, two leading packaging suppliers, Amcor Flexibles Capsules and Maverick Enterprises, Inc. will further strengthen their position in North America through the creation of a manufacturing and sales partnership. The two companies will combine their extensive knowledge and experience in the manufacturing of poly-laminate, PVC & sparkling foils for the North American wine and spirits market.

Both companies have been producing locally in close proximity to the wine industry for more than twenty years and are renowned for quality and speed of service. The partnership will see a consolidation of manufacturing assets for the production of poly-laminate and PVC capsules for the wine, sparkling and spirits markets at Maverick's facility in Ukiah, California. Amcor Flexibles Capsules will continue to sell capsules under the Amcor Brand, produced in partnership with Maverick Enterprises.

"Our local sales team in American Canyon will be able to offer a much deeper range of products meeting all our customer needs thanks to the enhanced portfolio that this partnership with Maverick Enterprises brings" enthused Frederic Catteau, Plant General Manager, Amcor Flexibles American Canyon. "Our plant in American Canyon will remain strong in Stelvin®+ closure production to support the growing market of screwcaps.

"We have been collaborating successfully with the Amcor team for over 10 years on the raw material side" said Steve Otterbeck, President of Maverick Enterprises. "It's natural that we now take this partnership to the next level. Between our two teams, along with our continuing distribution relationship with Saxco International, we will have an improved presence in North America and be able to offer enhanced service thanks to our increased capacity and ability to react to all customer needs."

About Maverick Enterprises

Maverick Enterprises has been producing high quality, secondary closures for over 20 years as it has risen to the top of the secondary closure market in the US. With our two facilities located in Ukiah, CA Maverick Enterprises produces 100% of its capsules domestically. Our award winning rotogravure printing capabilities and close attention to detail enable us to supply the very best quality and innovative capsules in the industry. For more information on how Maverick Enterprises can help you with your capsule needs, please visit our website at www.maverickcaps.com.

About Amcor Flexibles Capsules

Amcor Flexibles Capsules, part of the Amcor Flexibles Europe & Americas business group, is a market leader specializing in the design and manufacture of overcaps and closures for wine, sparkling wine and spirits. Amcor Flexibles Capsules has plants in France, Canada, USA and Chile. STELVIN® is a trademark of AFEA Capsules. For more information visit www.amcor.com

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**Visit Maverick at Booth #1140 at the Unified Wine and Grape Symposium!
January 12th, 2015**

Are you going to be one of the many in the wine industry attending the Unified Wine & Grape Symposium? Interested in looking for a supplier for high quality capsules in the hope of finding the very best for your company? Then stop by booth **#1140** in Sacramento and see what Maverick has to offer!

Maverick has been in business for over 23 years and continues its success offering amazing customer service through great attention to detail we offer to every customer we come in contact with from inception of your project to delivery. Maverick offers nothing, but the best quality secondary closures on the market and we look forward to helping you with your latest

project.

Any questions about what you are looking to do with your package? Do you need more information on different substrates and ways you could use a secondary or alternative closure? Maverick can help you with all of your questions and more. Stop in on January 28th and 29th from 9am-5/4pm and see how we can best help you with your packaging needs! **For more information call today to talk with our customer care dept. at 707-463-5591.**



**Maverick Wins 2014 WINnovation Award
December 8th, 2014**

Maverick is pleased to announce that just last week we were awarded a 2014 WINnovation award for the production of our high quality capsule we provide to our customers. We're very honored to accept this prestigious award that the Wine Industry Network and North Bay Business Journal put on each year. Maverick provides nothing, but the best closures in the industry to our customers and looks to pay close attention to detail for our customer's orders from inception to delivery. For more information on how Maverick can help you with your packaging needs please contact us today at 707-463-5591 or marketing@maverickcaps.com.



**Maverick Announces New Customer Care Representative
November 14th, 2014**

Maverick is happy to announce our newest member of the Maverick team, Debby De Lapo as our new Customer Care Representative. Debby comes to us with an abundance of experience in team leadership, Supervisor and Management positions all within the packaging industry. We are very happy to have her apply her current capsule knowledge, organizational and communication skills in the Maverick Customer Care Dept working with our customers to give them the best service in the industry.



**Maverick Announces New Chief Financial Officer
November 14th, 2014**

Maverick is pleased to announce Janette Brooks as our new Chief Financial Officer. Janette is a Certified Public Accountant with experienced in insurance and banking. Prior to joining Maverick she was a CFO/Controller for a manufacturing company in California. Maverick is happy to add another great asset to our management team.



Maverick Wins 3 Golden Cylinder Awards!

September 19th, 2014

On September 18th Maverick was awarded 3 prestigious awards for its award winning Rotogravure printing from the Gravure Association of the Americas in the Golden Cylinder Awards Ceremony held in Concord, NC. Maverick was awarded the Golden Cylinder Award for the Winery Exchange Animist capsule under technical innovation in image carrier, for the Rittenhouse capsule under technical innovation in image preparation

and the Once Upon A Vine capsule under Label and Packaging for supported foil. Maverick continues to raise the bar on its ability to print remarkable capsules of the wine, distilled spirits and specialty foods industry. Our newest gravure printing innovations help customers reach their full potential in their packaging needs, creating more detailed artwork without any sacrifice.

See [our gallery](#) for more photos of our award winning printing!



Maverick's Stock Capsule Web Store SALE!

September 15th, 2014

Maverick's Stock Capsule Web store is having a SALE! Certain items, specifically our limited time capsules, are on sale to our customers. Check back frequently at www.maverickcaps.com/store/ for great bargains for all of your stock capsule needs! Have a question about our stock item or looking for samples to verify size and color for ordering? Contact Shelby White, our Stock Capsule Coordinator at (707) 463-5591 x 159 and samples can be sent for testing and analysis.



Maverick Welcomes New Manufacturing Buyer

August 11th, 2014

Maverick is pleased to welcome Adrian Lopez, Jr. as our Manufacturing Buyer. Adrian comes to us with a diverse background in the US Marines holding such titles as Requisitioner, Warehouse Chief, Security Non-Commissioned Officer in Charge of Flightline Security, Iraq Supply and Logistics Manager for Combat Logistics Company and Marine Recruiter.

He will be working with the Maverick team to procure all of our supplies, raw materials and assisting production with all raw material related items. We are happy to have him on the team and look forward to make more strides and continued improvements in all facets of Maverick.



Avon Walk for Breast Cancer

June 16th, 2014

This year Moe Bell, our valued employee for almost 8 years driving our Maverick trucks, will be participating in the Avon Walk for Breast Cancer on July 12th & 13th where she will walk the 39 mile trek from San Francisco to Corte Madera and back to SF in just 2 days.

The walk will help benefit 2 women getting a potentially life-saving mammogram (early detection saves lives), 9 breast cancer patients can receive necessary diagnostic tests, 24 newly diagnosed breast cancer patients can get counseling and support and 72 research labs can purchase critical supplies for cutting edge research.

This is why Moe and many other women are walking, to help save lives and fight the cause against breast cancer everywhere. The proceeds to this foundation total more than \$500 million dollars and goes to those in the bay area and even here locally to the Cancer Resource Center of Mendocino Count (CRCMC) to help fund their support in the community.

Maverick is proud to show their support for the cause by donating for Moe's sponsorship and help Moe on her walk to the finish line. Thanks Moe for participating this year and we all wish you luck next month in your endeavours!



Maverick's 2014 Golf Tournament June 6th, 2014

This year Maverick had its 17th Annual Golf Tournament, bringing our customers/suppliers in to play a round of golf and enjoy the beautiful Ukiah golf course with Maverick and to raise money for cancer and local awareness. Every year we work to help charitable causes through our organization's tournament and this year was by far no exception. With the help of our sponsors for this year's tournament and the charitable

donations of our customers and suppliers we were able to donate to 3 non-profit organizations. \$1,500 was donated to the Cancer Resource Center of Mendocino County for their work with those in need of counseling and help during tough times and the fight against cancer. \$1,250 was donated to one of our employees and her friend who will be walking in the Avon Walk for Breast Cancer this July in San Francisco and \$1,000 was donated to Project Sanctuary for battered men and women to get help through this organization. The event was a great success and we're proud to help support local and nearby organizations to fight the cause against cancer and other local concerns.



Maverick Wins Gravure Management Excellence Awards

March 17th, 2014

Maverick Enterprises is pleased to announce its newest awards for the year presented by the Gravure Association of the Americas (GAA) last week at the Gravure Management Excellence Awards. This year Maverick was honored and awarded for Company Growth and Industry Advocacy. Maverick has produced secondary closures for the Wine & Distilled Industry for over 21 years with its award winning rotogravure printing and vertically integrated production facilities in Ukiah, CA, printing, forming and shipping all orders.



Maverick Produces 9th Billionth Capsule!

Feb. 12th, 2014

Maverick is pleased to announce that they have just produced their **9,000,000,000** capsule in the company's lifetime. Maverick has been in the secondary closure industry servicing the wine, distilled spirits and specialty food industries for over 20 years and continues to produce over 3 million capsules daily with its vertically integrated production facility and second brand new facility this year. For more information on our company please take a look around our website or give us a call at (707) 463-5591.



Stop By Booth 1136 at 2014 Unified!

Jan. 27th, 2014

This week on January 29th and 30th Maverick Enterprises will be attending and exhibiting a booth in the 2014 Unified Wine and Grape Symposium. Please stop in and see us in booth #1136 and let us know what you might be looking for. We have a variety of examples and capsule samples for everyone to look at and discuss your capsule needs for your products. Those who stop in also will receive some great promo items!! Stop in while supplies last and let us know how we can help you imagine and create the perfect capsules for your company. See you there!!



Maverick Presented with WINovation Award

Jan. 13th, 2014

Maverick Enterprises would like to announce its recent accomplishment as they win the hearts of the wine industry with its newest award presented by the Wine Industry Network for its excellence in innovative marketing tools that was presented in December to the company. Another amazing achievement for Maverick in 2013 that continues to go unnoticed by customers and suppliers alike who are consistently looking for information very easily provided by Maverick's website, brochures, fliers and information Maverick distributes to those in the industry.



Maverick Awarded 2013 Gold Ink Award

Jan. 13th, 2014

Maverick Enterprises is proud to announce that they were a winner of a 2013 Gold Ink Award for their printing work on the Nascar Indy 500 capsule produced for Fuzzy Vodka. The talents of our printing department and design team show greatly in this piece that shows great detail, registration, everything lining up at the seams and all together amazing finish to a package.



Maverick - Award Winning 4 Color Process

Oct 9th, 2013

The Gravure Association of the Americas had their annual awards ceremony in Charlotte, NC on October 3rd and we are happy to announce that Maverick Enterprises garnered the 2013 GOLDEN CYLINDER AWARD in the category of 'TECHNICAL INNOVATION' for our 4 Color Process capsule. It is an honor to receive such a prestigious award and compete with some of the best in the rotogravure printing business. Our 4 Color

Process Technology, originated with the assistance of WRE/ColorTech (Berkeley, CA), is a leading advancement in the Wine and Distilled Spirits Closure Industry and was developed to benefit our customers by reproducing photographic quality on a capsule with elaborate, brilliant colors.

Maverick has been in business for over 20 years servicing the wine, distilled spirits and specialty foods industries with premiere closures. Our 4 Color Process, using CMYK, pushes the boundaries of what a rotogravure press can accomplish with standard printing by reproducing nearly any color on a capsule with a complex printing design.