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Green Bay Packaging Announces Leadership Transition as EVP Bryan Hollenbach Plans Retirement

Green Bay Packaging (GBP) has announced that Bryan Hollenbach, Executive Vice President (EVP), will retire on August 31, 2025. Matt Szymanski, who is currently the Vice President of Mill Operations, will be promoted to EVP and will succeed Hollenbach in this role.

During Hollenbach's tenure, GBP experienced significant growth, investment, and modernization in its operations. The company established a new recycled paper mill, constructed two super box plants, each 500,000 square feet, updated nearly every corrugated converting facility, and completed seven acquisitions that expanded GBP's geographic reach. This includes the recent acquisition of Southern Missouri Container in June 2024.

Hollenbach has been an active supporter of the industry, serving as Chairperson of the Fiber Box Association and as Chair of the Kraft Containerboard sector for the American Forest Products Association. He is also a board member of the International Corrugated Packaging Foundation. Hollenbach's successful career spans 38 years in the paper industry, with nearly 21 years at GBP and a 16-year tenure at Hoffmaster, where he served as Senior Vice President of Operations.

About Green Bay Packaging:

Started in 1933, Green Bay Packaging Inc. is a family-owned, vertically integrated company consisting of corrugated container plants, a folding carton facility, recycled and virgin containerboard mills, pressure-sensitive label roll stock plants, timberlands, a paper slitting operation, and a sawmill facility. Headquartered in Green Bay, WI, Green Bay Packaging Inc. is dedicated to the innovative development of its products and forestry resources, focusing on safety, sustainability, quality, and continuous improvement throughout its over 40 facilities in 16 states. For more information about Green Bay Packaging Inc., visit gbp.com.