



**BETTER SOLUTIONS**  
**BETTER LIVES**  
**BETTER WORLD**



# IMPACT REPORT



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CEO LETTER

## Building Purpose Through Packaging



2024 marked a year of transformation for JBM.

Just as you would prepare the foundation before building a home, we spent much of 2024 investing in the systems, partnerships and purpose-driven initiatives that will carry us forward for generations. It's quiet work that can frankly be pretty boring, but will ultimately help us lead with brands looking to develop more sustainable and resilient supply chains.

Ever since my father started JBM in 1985, we've continued to evolve and adapt. We began as an envelope company and evolved into a manufacturer of eco-friendly packaging solutions. But the changes facing our industry now are more urgent and more complex than ever. From new Extended Producer Responsibility (EPR) laws to shifting consumer expectations, the way brands approach packaging is evolving quickly. And JBM is evolving with it.

That's why in 2024, we:

- Invested more than \$1.2 million in automated, flexible filling equipment, helping customers reduce cost, simplify supply chains and move more efficiently from plastic to paper.
- Finalized our MOSA organic certification, enabling our partners in the natural and organic space to scale with confidence.
- Continued developing our Fair Chance hiring program and celebrated milestones as team members, many of whom are rebuilding their lives after incarceration, rose into leadership roles.
- Continued our transition from plastic to paper by delivering innovative packaging solutions for brands across retail, health care, and consumer goods.

Once again, our Impact Report centers on three simple but powerful commitments:

**Better Solutions. Better Lives. Better World.**

The people who work with us know that these aren't just taglines. They're the foundation for every decision we make.

Whether we're building smarter automation, opening new career pathways or testing new packaging substrates, we believe that when we're better, we can help our customers and our team be better. That enables us to create a better future—together.

Thank you for trusting us.

A handwritten signature in blue ink, appearing to read 'MS' or similar initials.

Marcus Sheanshang  
CEO JBM Packaging

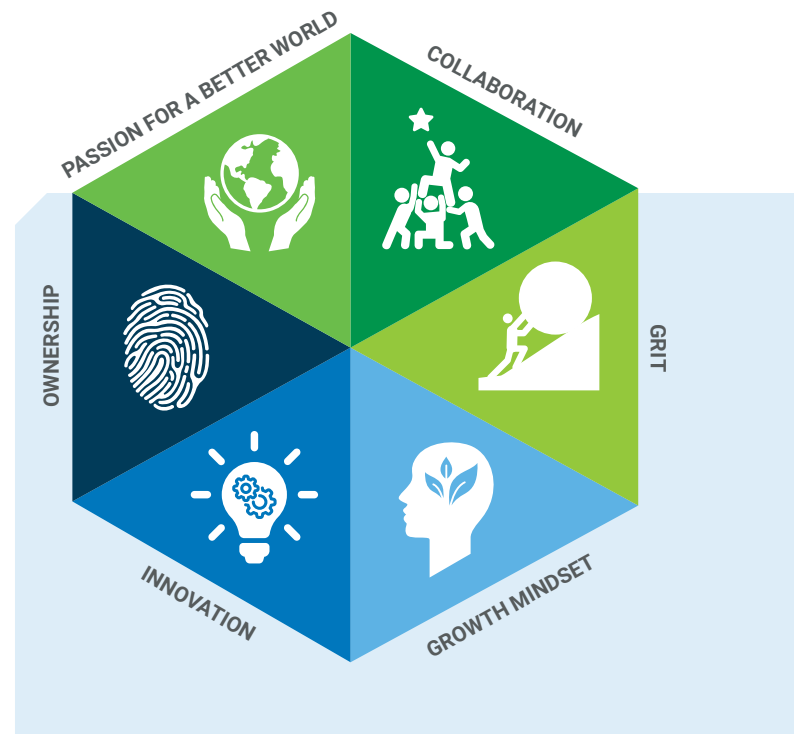
# Our Purpose and Values

**BETTER SOLUTIONS.**  
**BETTER LIVES.**  
**BETTER WORLD.**

## PURPOSE

As a family-owned company, we do more than operate a business—we set the stage for future generations. By serving as a model for a sustainable, purpose-driven business, we continually strive for better in everything we do. We believe that better solutions lead to better lives which, in turn, creates a better world.

We lead with service: We serve our customers with packaging products and services that improve their business (Better Solutions). We serve our employees by providing coaching and resources to improve their physical, mental and financial health (Better Lives). And ultimately, through this work and other operational efforts designed to reduce our environmental impact, we aim to create a brighter tomorrow for future generations to enjoy (Better World).



## VALUES



# BETTER SOLUTIONS



Finding the right packaging for your product is like selecting the right business partner. Just because it looks good on paper doesn't mean it's the right fit. Your package needs to build connection, be reliable and reflect your goals. And sure, design matters, but so do other factors like supply chain performance, go-to-market speed, regulatory compliance, sustainability and ultimately, the customer experience.

We understand that the wrong packaging can slow you down, but the right package can create new opportunities.

That understanding has guided our investments and innovations, because solving your challenges starts with how we show up as a partner.

This year, we achieved organic certification, which has enhanced our processes. Our new automation equipment gives us a new range of packing and filling capabilities.

For customers who realize that packaging is a strategic choice rather than a last-minute decision, we're here to help you make the better selection. While off the shelf packaging works for some, we work with you to develop Better Solutions that deliver for your product and your brand.

## Organic Seed Handling Certification



Introduced in early 2024, JBM's Organic Seed Handling Certification expands its seed packet capabilities and reinforces its commitment to delivering better solutions. Certified by the Midwest Organic Services Association (MOSA), the designation allows JBM to store, handle, fill and label organic seeds in accordance with USDA National Organic Standards.

The certification builds on our 30-year history in seed packaging and follows the 2023 launch of our in-house seed filling services. With this addition, we can offer customers a streamlined, fully integrated process—from printing and folding to sourcing, filling, and fulfillment—under one roof.

Achieving organic certification required a rigorous facility review and annual renewal to maintain compliance. It enables us to better serve organic brands seeking high-quality packaging backed by trusted processes, simplified supply chains, and a single, reliable partner.





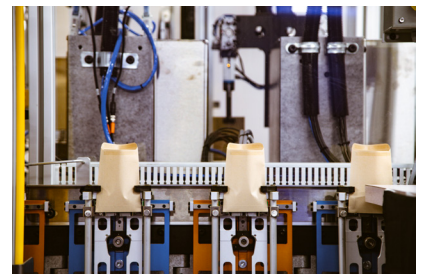
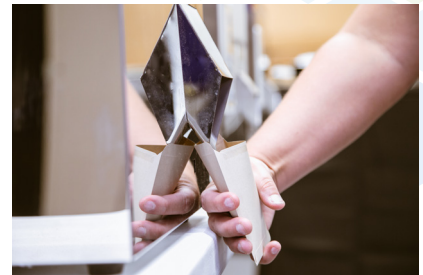
# Filling Automation



In 2024, we also expanded our automation capabilities with the addition of new commercial seed filling equipment. Our new SN machines feature integrated seed counters for improved precision and efficiency. This gives us the ability to support both organic and conventional seed runs.

We also began testing our V-Pack system to deliver higher speed performance and expanded functionality for both bundling and kitting. These investments make turnaround times faster and ensures greater consistency and capacity for custom seed delivery.

As more of our customers transition from plastic to paper packaging, we're continuing to build tools to make that transition even easier. We've invested in automation that supports paper-based formats and flexible configurations so customers can expect packaging that's sustainable AND production-ready.



Sustainable

# BETTER LIVES



Here at JBM, we firmly believe that we should all strive to be the best versions of ourselves. Sometimes, building a better life starts with the simple act of someone believing in you.

That's what our Better Lives Program is all about. We walk alongside people as they work to build the life of their dreams. It can be anyone on our team—from someone trying to rebuild their life after incarceration to someone with a goal of saving toward a new home. We want to help each team member identify goals and take small steps toward building their best life.

We've seen it firsthand; one opportunity can change everything. Like Lindsey, who turned a

second chance into a leadership role, or Jessica, who's rebuilding her life and reconnecting with her kids.

Through partnerships with organizations like Beech Acres Parenting Center, Sharefax Credit Union and others, we're able to connect people with the tools and resources they need to get there.

When people grow, our communities flourish. We're proud to be part of that journey.



## A Life Reclaimed, A Leader in the Making



Before she came to JBM in July 2021, Lindsey's life had been crippled by addiction, which ultimately landed her a year-long prison sentence.

"I felt like I had zero control over the direction of my life," she recalls. "I never thought I'd be a productive member of society again."

She started working at JBM as a Machine Operator, but after a few months, she experienced a setback. Succumbing to the demons of addiction, she relapsed. Where most employers would have closed the door, JBM did not. Through our Substance Abuse Forgiveness Program, Lindsey received another chance—a second chance at employment, coaching and accountability.

"JBM believed in me before I believed in myself," she said.

With regular drug testing, clear expectations and the support of a life coach, Lindsey began to set small goals. From showing up to work each day to getting her driver's license back, she felt a sense of accomplishment, which propelled her forward.

Each accomplishment made her prouder and more confident in her abilities. She got a car through JBM's Wheels program. She found her place and became financially independent for the first time. In 2023, she received a promotion to a trainer, and ultimately to Production Lead, which gave her responsibility over one of JBM's service operations.

"JBM saw my recovery as a strength, not a liability," Lindsey says. "Everyone suffers from something. Here, I wasn't judged. I was supported."

“

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— LINDSEY



## Second Chances, Big Impact: Our Fair Chance Program by the Numbers

325

Total Fair Chance team members since 2016

45%

Current Fair Chance population

33

Total partners

45

Total cars given

66

Total of housing placements secured

66

Total number of promotions

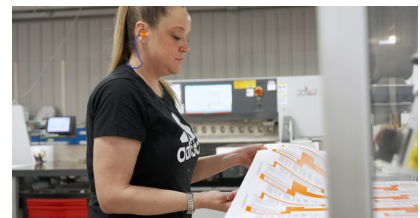
52\*

Total Better Lives program graduates

Since 2023, we've tracked progress metrics of our graduates:

- **Total Sobriety Maintained:** 100 years, 1 month, and 3 days
- **Total Debt Paid:** \$90,247.00

\*Program started in 2020



## JUMPSTART



### Helping JUMPSTART New Lives

Our commitment to helping build better lives extends beyond the walls of our workplace. Recognizing that as many as two out of three people are re-arrested once they are released from prison, and that more than 50 percent of those people return to jail, we've turned our focus to helping lead reform from the inside of prisons.

In 2022, we supported the launch of JUMPSTART Ohio. This faith-based non-profit organization that goes into prisons to deliver a 40-week character-building and re-entry program is designed by individuals who have also experienced incarceration. By building community around each individual and focusing on purpose and accountability, the program encourages participants to imagine a different future for themselves.

Last year, the JUMPSTART program graduated more than 75 individuals and is on track to service nearly 350 participants across four correctional facilities by the end of 2026.

Beyond advocacy and administrative support, JBM supports JUMPSTART by connecting graduates with employment opportunities through our Fair Chance hiring program. We also encourage our team members to get involved. They do this by providing mentorship and life-skills training, or simply telling a friend or neighbor about JUMPSTART to spread the word.

We firmly believe that people shouldn't be judged on their worst day. JUMPSTART offers people a chance at renewed hope, dignity and the chance to rebuild.

#### JUMPSTART STORY:

### JESSICA

Jessica is a machine operator and joined our team after completing the JUMPSTART Program. We continue to watch as Jessica crushes her goals—she's earned her driver's license, secured stable housing and has reconnected with her five children. Jessica will soon be celebrating five years of sobriety, and we're so proud of her hard work to create a better life for her and her family!



# BETTER WORLD



At JBM, creating a Better World isn't just about packaging—it reflects how we show up for our customers, our team and the community and environment around us.

As customers work to navigate the ever-complex ecosphere, we've supported customers throughout healthcare, agriculture, CPG and beyond, as they look to reduce their environmental impact by transitioning from plastic to paper packaging.

As a business, we also work to better our local community. We realize that small acts can lead to something bigger, and that's why we continue to support area non-profits like Easter Seals, Interfaith Hospitality Network and Ohioans for Disabilities.

We recognize that we have a choice: to operate a business, or to use our business as a force for good. We're not just creating packaging. We're creating something that lasts.

# Customer Spotlight



## Plastic to Paper Customer Spotlight

A trusted partner could no longer deliver packaging for their individually packaged single-use medical supplies, and a national medical consumables manufacturer needed a solution fast. But they also saw that the situation opened the window to opportunity. Why not explore packaging that could help customers achieve their organization's sustainability goals AND make their team's jobs easier?

Listening to the challenge, JBM designed a fully recyclable package with the following features:

- **A clear window** – Allowed hospital staff to quickly identify the product.
- **A perforated top** – Offered fast and easy opening in time-sensitive settings.
- **High-quality print** – Enabled clear barcodes and lot numbers using variable data printing.
- **Custom sizing** – Fit individual units instead of bulk multipacks.



**100%**

**TRANSITION** from  
plastic to paper  
packaging

In addition, we went beyond the packaging to provide a flexible filling solution. This combined machine and hand-filling to meet quality and volume requirements and saved the company from investing in expensive in-house equipment.



## Blessings in Disguise: Our Angels Christmas Program



At JBM, we believe every child deserves to experience the magic of Christmas morning. Through our Angel Tree program, we've created a way to bless our own JBM families during the holiday season.

Team members who need a little extra help providing gifts for their children can confidentially apply to our Angel Tree. Once approved, their children's wish lists are shared (using first names only) with our generous JBM family, who then purchase new clothing and toys. These wrapped gifts are given back to parents, ready to be placed under their family tree before Santa arrives.



JBM has helped **36 team members and brightened Christmas for 75 kids between 2022 and 2024**. It's just one more way we live out our values and take care of each other, making sure that no child goes without a little holiday joy.



## Our Purpose by the Numbers

We are proud to share just a few highlights of how we measure our purpose work.

### Underrepresented Populations in JBM's Workforce

**53%**

JBM employees who are from under-represented populations.

**44%**

Total employees who are Fair Chance team members.

**41%**

Employees who are female.

**36%**

Workers who are under the age of 24 or over 50.

### Employee Wellbeing

**260**

Number of fresh fruit boxes JBM provided team members in 2023 by partnering with a local produce delivery company to support employee health.

**\$5,000**

Amount awarded to our annual team member of the year to use for a free vacation!

### Community Engagement

**\$1,220**

Funds raised supporting the Cincinnati Combat Veteran Motorcycle Association to support medical care of local injured heroes.

**\$6,500**

Donation given to the Family Promise of Warren County, Ohio, from JBM employee fundraising activities.

**Thank you!**



Thank you for taking the time to read our Impact Report. Our purpose isn't a destination, rather, the guideposts that help steer our business journey. Just like our Better Lives work, we set small goals and try to do better year after year.

This report offers the moments that make us proud and the progress we've made. Most importantly, it highlights a few of the people and programs that make it all possible. We'll be the first to say that we don't have it all figured out, but we are committed to the process of learning and growing, so we can continue to use our business for something BETTER.

By sharing our progress, we hope to inspire your own journey. Whether on a business or individual level, may our programs and initiatives open new conversations and spark ideas. If you have any questions or want to learn more, please don't hesitate to reach out.

Thank you for being part of our journey.