

# Summer Newsletter

SEEDBOX SOLUTION

1 July 2024



CEO - MATT DANNENFELDT

## Here's what has happened in the last season and what's to come!

Who doesn't love summer? Long days of sunshine, family vacations, seed is in the ground, and boxes get washed.

Today we deploy 3 mobile washers across more than a dozen locations to wash thousands of boxes. At our warehouse location in Good Hope, IL we will service thousands more. Soon we will add Shenandoah, IA to our operational map (more on that in the newsletter below).

The humble start of our company began with washing boxes using one mobile washer in the summer of 2015.

While our business has evolved over time, the straightforward service of cleaning, repairing and readying seedboxes for the coming harvest remains at the core of our mission: to ensure our customers have their boxes ready when they need them.

Summer is also a great time to reflect. Yes, business can sometimes be complex, but oftentimes it still comes down to doing the basic things well. We are grateful for the opportunity to get our customers packaging ready for harvest. Let the washing begin.

Enjoy this season's newsletter!

*Matt Dannenfelt*

### In this newsletter you can expect:

Operations & Shipping/Receiving

Supply Chain

Mobile Wash & Repair

Recycling Program

SmartBox Program

Sales & Marketing

---

## Operations

The Good Hope, IL location has recently cut the ribbon on a new storage pad with the capability to store 18,000 boxes and an additional, standalone, receiving building with 4 additional docks allowing us to increase the volume at which we receive dirty inventory for processing. This investment in our infrastructure at Good Hope will give us the opportunity to better stage dirty inventory for processing and allow us to open other areas of our property that had previously been used for box storage. The increased storage capacity doubles the number of docks on site and lowers the travel of boxes between dock-to-storage and storage-to-wash. This creates a safer working environment for our employees, saves on fuel consumption, reduces our carbon footprint, and increases our efficiency. These beneficial changes are all very important items as Good Hope expands its expected service volume up to 100,000 boxes in a season.



Seedbox Solution is excited to announce that we are preparing for the opening of a new location in Shenandoah, IA which will continue the growth of our service network. This location is strategically located in western Iowa, which will help service our rental fleet and customers across the Midwest. The plan is for the Shenandoah, IA location to be fully operational by January of 2025. If your business is need of box services near western Iowa or eastern Nebraska, please contact our team at 833-733-3269, Ext. 1



## Shipping/Receiving

If you visit our Good Hope, IL location, you will meet some new faces. Michelle Hall has stepped into her new role as Shipping Supervisor for the Good Hope team. Michelle has been with Seedbox for 6 months and in those 6 months with the team she has shown the desire to learn and has excelled at all tasks that have been thrown her way. Prior to working with the Seedbox Solution team, Michelle was the Assistant Shipping Supervisor for Vaughn & Bushnell Mfg. Co. in Bushnell, IL for 16 years. Congratulations, Michelle; we are happy to have you on the team.

---

## Supply Chain

After helping the organization “go all in” on Salesforce and leading the charge on sweeping process evolution, the Seedbox Solution Supply Chain team has continued its charge into 2024. As part of a “make it easy for everyone” campaign, Supply Chain introduced new automation that connects our customers with their freight updates faster and more reliably than ever. They have also executed improvement initiatives around data management and accessibility by introducing new structures and processes for work documentation, marketing materials, and product information. It's shaping up to be another busy year for the group, and they will ride this momentum into the summer months where they plan to add more features and greater depth to the organization's customized Salesforce environment.

Introducing, our Supply Chain group:

### Logistics Coordinator

Jessica Behymer joined Seedbox Solution in our shipping department in June 2020 and in April 2024 she transitioned to our freight division as the Logistics Coordinator. Jessica brings experience in transportation, manufacturing operations, production planning, & management from multiple Tier 1 automotive, industrial, & agricultural suppliers. She holds a bachelor's degree in supply chain management from Western Illinois University, with a minor in Marketing. As Logistics Coordinator, Jessica plans and manages the day-to-day communication processes for the freight division, provides analytical support to the team, and researches new avenues for the freight division as well.



### Freight Manager

Chris Pappas was recently promoted to “Freight Manager” for Seedbox Solution. Over the four years that Chris has been with the organization, he has demonstrated an incredible knowledge and mastery of the logistics world and has been a one-man wrecking crew. As Seedbox Solution continues to execute on numerous growth opportunities, the strategic management of our freight division is crucial. Chris's “get it done” work ethic, along with a literal lifetime of experience, makes him the obvious person to lead this team going forward.

---

---

## Technical Consultant

Edward Gilbert is the Technical Consultant for Seedbox Solution. Edward leads the team in most of our technology research projects. His efforts to improve communication processes with external partners were pivotal in improving several key metrics for the Seedbox Solution Rental Program.



## Data and Process Manager

Jenny Koruna was promoted to Data and Process Manager and has been with Seedbox Solution for two years. She is our foremost expert in data management and integrity, and her efforts have reduced multiple hours of daily audits into automated tasks that take mere minutes. Jenny is also our primary Salesforce Systems Administrator, where she assists our internal and external users in a variety of areas.

## Data and Marketing Analyst

Teale McKinzie joined the Supply Chain team as our Data and Marketing Analyst after spending a year in our freight department where she managed external freight services for our customers. Teale is an extremely tenacious and driven woman whom we were thrilled to be able work into the department. Teale has helped with several key marketing efforts that would have otherwise been difficult to execute in the time allotted this past season. Autonomy is a key pillar of Seedbox Solution's culture, so when Teale saw the opportunity to support our growing marketing space, she took charge and put forth great effort.





## Mobile Wash & Repair

It's that time of year again! Our mobile wash crew spent the offseason working on numerous repairs and modifications to our mobile wash machines. We will start the 2024 mobile season with a 3-year Crew Lead (Destin Whiat) and a 2-year crew lead (Jonathan Kelley) who will be managing the mobile wash machines as they move around the Midwest and beyond. Pete Bernea will be heading up the mobile repair team for his second consecutive year. The teams have patiently waited for the summer to kick off and are ready to knock this season out of the park!



## Recycling Program

Seedbox Solution loves helping our customers recycle their seedboxes that are no longer usable. This year, we have formed a new relationship with a plastic recycler, which has greatly benefited both Seedbox Solution and our customers. Thanks to this partnership, we have been able to recycle unusable seedboxes at a very impressive rate. To date, Seedbox Solution & our customers have sent millions of pounds of plastic to be recycled, keeping it out of landfills! If you need help moving unusable seedboxes, please reach out to Seedbox Solution for more details & information.



## SmartBox Program

This year, Seedbox Solution successfully completed its first season utilizing new box and seed tracking technology. We deployed 1,000 custom smart boxes that gathered live location data, inventory availability, and quality metrics. Looking ahead, our next-generation devices are in development, and we have already reached full capacity for our upcoming pilot program. Seedbox Solution remains committed to innovation and delivering industry-first solutions at the intersection of agriculture and packaging. We are excited to share the continued progress and the valuable insights that our technology will provide to seed producers and dealers.

---

---

## Sales/Marketing

The Sales Department at Seedbox Solution came off a solid 2023, after meeting the sales target for the year. What does that mean for the sales team? It means that we need to do more this year! We embrace the challenge, and with the assistance of Teale McKinzie, Data and Marketing analyst, we are confident that we will have some of the best marketing efforts. Our team works every day with sales goals in mind and increased sales only happen with the support of the organization.

In our department we have the internal support of Susan Beck, Sales Assistant. Susan is a master of task management and completing projects on time for the department is her mission! The saying, "you need a wingman" is true, as Susan helps Joni Bucher quickly get our customers' orders processed and ready for the shipping department. Susan also assists in data mining before and during the season. If you see a lady driving a truck and trailer with boxes on it throughout the Midwest, it just may be Joni Bucher, our Sales Representative. Joni always finds ways to help our customers with their last-minute needs and this past year it was not uncommon to see Joni grab a truck and trailer and run some lids or spare parts to our customers. Our customers love Joni, and they know she will find a way to ensure they always have the boxes or spare parts they need to run their business. Joni will be traveling throughout the U.S. calling on customers, meeting with prospects, sponsoring dealer meetings, and attending field days and customer appreciation dinners throughout the summer. If you would like a visit from Joni, or would like Seedbox Solution to sponsor your meetings, reach out to Joni at 309-456-3527.

---



*On behalf of everyone at Seedbox Solution, "thank you for your business".*

Our goal is to provide best-in-class customer service combined with industry-leading speed of delivery of products and services for your seed boxes. We strive to provide innovative solutions for all things related to seed boxes. We look forward to our continued partnership.