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## When “right-sizing” is a good thing

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As a business buzzword, “right-sizing” usually means cutting staff because your sales are down, and you need to save money fast. But for up and coming film maker [Charter Films](#), it means being just the “right size” for the broadest range of customers.



I just returned from the Frozen Tundra of Superior, WI, on a second visit to Charter. They were nice enough to put on a snowstorm for me with 2 ft of lake-effect snow. My first visit was five years ago when the company was only four years old and just making a name for itself in the converting and packaging industries. Since then, they’ve doubled in size (plant-wise, number of film lines and employees, and annual sales). Now, not only are they better known; they’re small enough to be quick and responsive and yet big enough to supply the needs of more demanding end-users. It’s a lesson many other companies should keep in mind.

Look for our feature on Charter Films next month in *Converting Magazine*.

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