



IEL will offer customers a seamless and simplified access to its full line of packaging and handling products through a brand-new digital platform.



The third-generation family-owned company, which manufactures and distributes food packaging buckets and containers, recently made major technology investments that will enable it to sell its most popular products on a brand-new online platform.

For 55 years now, Industries Emile Lachance (IEL) has been working with customers of all sizes to provide plastic packaging and handling solutions, both for their bulk packaging needs and for small consumer packaging used for retailing mass market products such as dips, fine cheeses, yogurts and other products available in the ready-to-eat counter. IEL has been a long-standing Partner of IPL in Canada.

The president of IEL, Mr. Pierre Lachance, describes the initiatives undertaken by his team as follows: " It's the growth in the number of clients that is currently motivating my team. We believe that with this technological and digital shift, we will be able to further develop our export markets ". The Canadian company has a long history throughout Eastern Canada and serves more than 1,000 different clients each year. IEL believes there is still a lot of potential in the US and European markets for its products and especially for its fast service and value-added support to its customers.

" With the completion of this new transactional website, we will be able to offer a user experience that will allow us a hybrid and human approach backed up by an easy-to-use tool that will standardize the buying experience with us ", added Mr. Lachance. In addition, Mr. Lachance explains that a portion of the new site will provide useful information about the characteristics and benefits of packaging to meet the unique needs of each client.

About

IEL has been in business since 1963 specializing in the marketing of packaging, handling and consumer products for the food processing, retail and food markets. The company is located in Canada in the Quebec region of Chaudière-Appalaches and has been owned by the Lachance family for 3 generations. As a long-time partner of IPL and other North American manufacturers, the company enables its customers to optimize their business through its just-in-time service and practical advice.

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