

# Sambrailo remains a family-owned business for a quarter century

By JOHN VIEIRA

REGISTER-PAJARONIAN STAFF WRITER

**WATSONVILLE** — Growing up in Watsonville, Judy Sambrailo recalls spending summers working with her brothers, Mark and Michael, at the Sambrailo Paper Company, a business that was started by their grandfather Charles Sambrailo and is now called Sambrailo Packaging.

"All of us were here every summer doing different jobs," said Judy Sambrailo.

Michael Sambrailo's earliest memories are that of sweeping the warehouse floor. Soon, Michael Sambrailo became a line worker and then worked his way up as a supervisor and then a sales manager. Now, he is vice-president of business development and part-owner along with his sister Judy, vice-president of marketing, brother Mark, president and father Bill, CEO.

Sambrailo Packaging was founded in 1923 by Charles Sambrailo, a Watsonville native. At that time, the company was called The Sambrailo Paper Company which supplied growers and shippers with paper liners that protected the produce as it was being packed into the wooden boxes.

According to Judy Sambrailo, her grandfather's motto was to always discover the best ways to package a product. "Whatever is best for the produce," he used to say," said Judy Sambrailo.

In 1957, Charles Sambrailo developed the fold-over window for strawberry cartons. Previous cut-out windows damaged berries and weakened cartons through expo-



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**Part owners Judy Sambrailo and her brother Michael Sambrailo continue operating the family business which started in 1923.**

sure of open carton flutes to water absorption.

Today, Charles Sambrailo's son Bill and his children are continuing a long-standing family tradition of providing state-of-the-art packaging material. In addition to packaging, the company, which has expanded to 11 facilities throughout the West Coast and has 180 employees, also manufactures custom packaging designs and labels.

"We're a one stop shop for growers and shippers," said Judy Sambrailo.

"We're always trying to be innovative in terms of developing packaging that keeps the product fresh and

lasting longer."

The company's newest line of packaging uses Mixim's Tunnel-flo