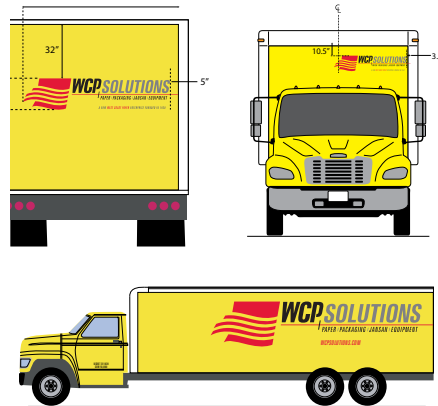




WCP SOLUTIONS

PAPER | PACKAGING | JANSAN | EQUIPMENT

A NEW WEST COAST PAPER ENTERPRISE FOUNDED IN 1930



What WCP Does for Our Customers

[FIND A LOCATION](#)



CONSULT

We listen to your needs and provide advice, guidance, education, opinions, ideas, and



SOURCE

We seek products for you through our relationships with manufacturers. We source from



STOCK

We procure products you need from manufacturers and store them in one of our 14 regional



DELIVER

Big yellow trucks deliver orders to your door by our team of trustworthy drivers. You'll get



SERVE

Local warehouses, local customer service, local sales consultants, local management

GIRVIN's team worked with the leadership and sales executives of West Coast Paper to develop a new name, brand and strategy to support a broad-reaching positioning for West Coast Paper as an industrial supplier of a host of paper-related and industrial product support for janitorial, sanitation, printing support and diverse paper goods for commissary and related programs for corporate food services, building maintenance and related supplies.

GIRVIN named the new brand WCP | Solutions, with attendant signature lines and descriptions, collaborated on a re-skinning of their website with refreshed brand amenities, uniforms and team gear, packaging, collateral and labeling systems, as well as rebranding their fleet of trucks for their West Coast operations and delivery systems.