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CastlePierce Acquires Quality Assured Label, Expanding Capabilities and Customer Value

Oshkosh, WI – [10/2025] – CastlePierce, a 137-year-old leader in retail printing and packaging solutions, is proud to announce the acquisition of Quality Assured Label (QAL), a respected supplier of high-quality packaging solutions. This strategic acquisition strengthens CastlePierce’s position in the packaging marketplace by expanding capabilities, product offerings, and service excellence for its customers.

For more than a century, CastlePierce has built a reputation for innovation, craftsmanship, and trust in the packaging industry. With the addition of QAL, CastlePierce gains enhanced expertise in labels and specialty packaging—while customers of both companies benefit from expanded packaging mediums, extended content labels (ECL), blister card packaging, and the strength of a well-established, legacy family business.

“Our customers are always at the heart of our business decisions,” said Tom Castle, CEO of CastlePierce. “By welcoming QAL into the CastlePierce family, we’re combining two strong organizations that share the same commitment to quality, service, and innovation. Together, we can respond faster, deliver more creative solutions, and provide unmatched value to our customers.”

Dan Ruedinger, QAL General Manager, added, *“Both CastlePierce and QAL serve many of the same industries. This partnership creates powerful synergies. Customers in food, beverage, health, personal care, and household goods markets will now have access to a more comprehensive suite of packaging solutions—all from a single trusted partner.”*

As part of the acquisition, QAL remains in Minnesota and will operate as a division of CastlePierce, ensuring a seamless transition and continuity of service for its loyal customer base. Customers will now have access to a full spectrum of packaging solutions:

- Expanded Packaging Mediums
- Extended Content Labels (ECL)
- Blister Card Packaging
- Instant Redeemable Coupons (IRC)
- Flexible Film Pouches & Roll Stock
- Paperboard & APET Plastic Folding Cartons
- Paperboard Rigid Set-Up Boxes
- PolyPro Buckets & Tubs
- Labels & Specialty Print

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The acquisition underscores CastlePierce's continued investment in the future of packaging and its customers' success. With expanded facilities, increased capacity, and integrated expertise, the company is uniquely positioned to help brands grow stronger, faster, and smarter.

For more information about CastlePierce Packaging and its services, visit [www.castlepiece.com] and [www.qal.com] or contact Mark Elliott at 920-379-4575 or melliott@castlepiece.com.

About CastlePierce Printing Co.: [CastlePierce](http://www.castlepiece.com) is a fifth-generation family custom brand packaging printer and converter located in America's heartland—Oshkosh, Wisconsin. Best known for responsive timelines and “done right” attitude, the privately held company's client experience includes retail consumer brand giants like General Mills, Victoria's Secret, Bath & Body Works, Scotts, Hills Bros., and Kimberly-Clark.

About Quality Assured Label: Quality Assured Label has been a trusted supplier of labels and carded packaging solutions, known for its UV precision flexography print, customer service, and dedication to quality. Now, as part of CastlePierce, QAL brings its strengths into a larger platform to better serve retail packaging customers.

Key products produced by the combined companies are printed flexible film pouches, paperboard, micro-fluted and APET plastic folding cartons, rigid set-up boxes, multi-part labels, blister boards, polypropylene molded buckets, barns and tubs, pressure sensitive labels, extended content labels (ECLs), roll-fed labels, instant redeemable coupons (IRC), blister cards, carded packaging, and specialty inks and coatings. CastlePierce's craft is driven by an entrepreneurial spirit, focused on innovation and flexibility, and dedicated to customer satisfaction. Our facilities are SQE, GMI, and FSC Certified, ensuring packaging safety and sustainability. Learn more at [castlepiece.com](http://www.castlepiece.com). #brandpackagingdoneright

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IMAGES:



Rich Rychtarezyk, Plant Manager; Dan Ruedinger, General Manager; and Tom Castle, CEO



Product Examples – Extended Content Labels, Carded Packaging, Pressure Sensitive Labels