

NAZARETH PALLET COMPANY

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Pictured: Our growing office staff; George Frack Jr., President

Nazareth Pallet Defies the Stereotype of the Pallet Recycling Industry

“WHEN I MEET PEOPLE and tell them what industry I work in and say it’s a pallet recycling company they often think a pallet company is some guy with a pickup truck handling a couple hundred pallets,” said Senior Accounts Executive Ken Laga.

Instead, it’s a 26-acre facility with 161 employees using state-of-the-art equipment to process over 15,000 pallets a day. Running with over 300 trailers they offer a gamut of services from shipping recycled, custom built and new wood pallets to picking up scrap pallets, corrugate, paper and plastics. They are key players in the colored landscape mulch market selling mulch made from ground up pallets to most of the area’s major nurseries and landscapers. Nazareth also provides full on-site pallet service programs, too.

President George Frack Jr.’s father, George Frack Sr., started the company in 1984 with two partners. Young George was a junior in high school when his father founded Nazareth Pallet and has been working in the family business since day one. When his father retired, he and his younger brothers Jason and Brian took over the company.

“It’s not what we do, it’s how we do it,” said George Frack Jr. “Service is the key component to our success.” That philosophy has earned Nazareth Pallet a reputation of reliability over its 32-year history. “Competition makes us work harder at being the best and providing customers what they’re not getting from other pallet providers,” said Frack.

Nazareth Pallet, who recently won Northampton Chamber of Commerce’s 2016 Business of the Year Award, works with accounts both big and small. At its core, Frack said, the company aims to fulfill clients’ expectations in an industry where competitors might fall short on their promises.

Another facet of Nazareth Pallet that gives it a leg up is its sales team. A full-time,

on-the-road salesperson and an in-office Sales Service Manager work together to ensure clear communication with clients including prompt, personal on-site service if a problem arises. “With us, you talk to real people,” said Laga.

“We’re proactive as opposed to being a reactive pallet company,” he said. “For example, our salesman is a partner to the customer, not just a vendor. He likely knows what the client needs even before they do.”

Frack’s forward-looking thinking has greatly contributed to the company’s growth and reputation. As major distributors and manufacturers have moved to the Lehigh Valley, Frack has worked to establish relationships and secure business early on. And word spreads quickly.

“Our reputation opens the door wider than any salesman can,” said Frack. “Sometimes customers reach us faster than we can reach them.”

The company’s involvement with the community has also increased visibility. It offers tickets to Iron Pigs and Phantoms games to its clients and employees, and

runs fun contests to area homeowners who can win tickets, too. They make many other area contributions to various causes such as donating all the mulch used at Steel Stacks, Arts Quest and Musikfest.

“Taking care of employees is paramount for us. We know we cannot succeed without them,” said Frack. “It’s hard work and we do everything we can to keep our employees safe. That’s why we hired a full-time Safety Manager for our company this past year, something also unique in the pallet industry.”

The company is also recognized as a Patriotic Employer by the Office of the Secretary of Defense. Currently nine veterans are employed at Nazareth Pallet. “It’s an honor to have them,” said George Frack Sr., himself a decorated Vietnam veteran. ■

