

For Immediate Release

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Meet the Responsible Package at Pack Expo International 2010

CHICAGO — Oct. 22, 2010 — A unique group will join in exhibiting at Pack Expo International 2010 to highlight the common benefits of paper-based packaging and “The Responsible Package” effort. Promoting the renewable, recyclable, and sustainable benefits of paper-based packaging, the paperboard, corrugated, and paper bag industries will be represented in Booth C18 at the entrance to the North Hall concourse of McCormick Place in Chicago, Ill.

The Responsible Package initiative is an industrywide effort to promote the versatile and sustainable packaging solutions provided by paper-based packaging. The campaign was launched with print advertising and direct mail in 2010. The Pack Expo exhibit is one element of an effort to champion the renewability of forest products, the high level of success in recycling paper-based products, and the versatility of paper-based packaging.

Groups participating in the Responsible Package booth include:

- American Forest & Paper Association, www.afandpa.org
- Association of Independent Corrugated Converters, www.aicccbox.org
- Fibre Box Association, www.fibrebox.org
- Corrugated Packaging Alliance, www.corrugated.org
- Renewable Bag Council, www.renewablebag.org
- Paper Shipping Sack Manufacturers’ Association, www.pssma.com
- Paperboard Packaging Alliance, www.paperboardpackaging.org
- Paperboard Packaging Council, www.ppcnet.org

Representatives of the participating organizations will be on hand during Pack Expo to discuss the many benefits of paper-based packaging.

- more -



Paperboard Packaging Alliance



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About the Paper-based Packaging Industry

The Paperboard Packaging Alliance (PPA) is a joint initiative of AF&PA (www.afandpa.org) and the Paperboard Packaging Council (www.ppcnet.org). Through the PPA, the sustainable benefits of fiber-based packaging are being defined and communicated to maintain competitive advantage in the marketplace. In addition, efforts to educate designers of tomorrow include scholarships and an annual contest for university packaging students. For more information visit www.paperboardpackaging.org.

The Corrugated Packaging Alliance (CPA) is a joint initiative of the American Forest & Paper Association (www.afandpa.org), the Association of Independent Corrugated Converters (www.aicccbox.org) and the Fibre Box Association (www.fibrebox.org). For more information, please visit www.corrugated.org.

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