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**CORRUGATED INDUSTRY INTRODUCES
MODULAR SHIPPING CONTAINERS FOR
CASE-READY MEAT**

ROLLING MEADOWS, IL (July 25, 2003) – The corrugated packaging industry today announced the development of two Corrugated Modular Systems for Case-Ready Meat. The systems will be introduced in two footprints: a 5-down (fitting five containers “down” per layer on a standard GMA pallet) and a “long 6-down” (fitting six containers with the sides parallel to the length of a GMA pallet). Retailers will be able to select either footprint, based upon their distribution system logistics.

The Corrugated Modular Systems for Case-Ready Meat design development was coordinated by the Fibre Box Association (FBA) and brought together engineers and stakeholders throughout the supply chain including corrugated manufacturing companies, major retailers, meat and poultry suppliers, and primary package manufacturers. The development team analyzed case-ready pack sizes and optimized package configurations for maximum product protection, cube efficiency, cost-effectiveness and retail shelf appeal.

The modular packaging system designs have been distributed to meat and poultry processors, suppliers and buyers in the grocery industry, as well as to packaging and logistics professionals and other stakeholders for public review and comment.

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Corrugated Packaging Alliance



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“The trend toward merchandising case-ready meat and poultry is presently dominated by a few major retail chains. This trend is based on evolving realities in the grocery business, demanding increased cost-effectiveness within the distribution supply chain to maximize retail profits,” said Dwight Schmidt, Executive Director of the Corrugated Packaging Alliance. “Cutting and packaging meat and poultry inside an individual store is no longer cost-effective for many retailers. Retailer cost savings can be realized by decreasing handling and labor costs and offering meat in the most popular package sizes and configurations, pre-packaged by the suppliers, and shipped ready for sale at retail. And because retailers can order precisely what they need, inventory can be more tightly controlled, thereby reducing shrink, markdowns or lost sales due to out-of-stocks.”

Primary packages are also being developed to better meet the needs of case-ready meat. Trays must be designed to optimize product merchandising power while maximizing cube efficiency within the transport packages and in the trucks. The tray and shipping container sizes must be carefully coordinated for best possible fit. The corrugated industry has met proactively with primary package suppliers to ensure mutual cooperation for the most practical and effective solutions.

For information about case-ready meat packaging and the new Corrugated Modular Systems for Case-Ready Meat, please call the Fibre Box Association (FBA) at (847) 364-9600 or the Corrugated Packaging Alliance (CPA) at (317) 805-4750.

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The Corrugated Packaging Alliance (www.corrugated.org) is a corrugated industry initiative jointly sponsored by the American Forest & Paper Association (AF&PA) (www.afandpa.org) and the Fibre Box Association (FBA) (www.fibrebox.org). Its mission is to foster growth and profitability of corrugated in applications where it can be demonstrated, based on credible and persuasive evidence, that corrugated should be the packaging material of choice; and to provide a coordinated industry focus that effectively acts on industry matters that cannot be accomplished by individual members.

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