

NEWS RELEASE

For Immediate Release

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New Brochure Explains Corrugated Modular Systems for Case-Ready Meat

INDIANAPOLIS, IN (April 14, 2005) – The Corrugated Packaging Alliance (CPA) offers a new brochure providing detailed information about its Corrugated Modular Systems for Case-Ready Meat, including technical specifications. The new, voluntary packaging standards are designed to make loading, handling, storing and shipping Case-Ready Meat (CRM) far more efficient than other containers.

For many retailers, case-ready is becoming the prominent shipping and merchandising format for meat and poultry. This CRM format represents an opportunity for new packaging solutions to optimize supply-chain efficiency. The new modular systems for CRM establish recommended, yet voluntary, uniform transport package footprint dimensions (minimum inside dimensions, or I.D., and maximum outside dimensions, or O.D.) that offer unmatched packaging and supply chain flexibility.

Parallel systems. Multiple benefits.

The corrugated industry designed two footprint systems for CRM that offer advantages at every step in the distribution chain: 5-Down and 6-Down. These two different footprints are offered to allow flexibility for accommodating primary tray sizes (which have yet to be standardized). This way, the supply chain can transition toward a modular standard with the lowest possible distribution costs. In addition, different types of protein suppliers may prefer a different (5- or 6-Down) solution depending on cuts, cube utilization, and the needs of their specific supply chain.

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To order copies of the new brochure, contact the Corrugated Packaging Alliance at (800) 886-5255.

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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A new brochure explaining the corrugated industry's "Corrugated Modular Systems for Case-Ready Meat" is now available from the CPA.