

## Press Releases - January 27, 2000

### FOR IMMEDIATE RELEASE

**Contact: Heather Marshall  
847/364-9600**

### **FBA/CPC to Participate in United Fresh Fruit & Vegetable Association Convention and Exposition**

**Rolling Meadows, IL (January 27, 2000)** -- The Fibre Box Association will exhibit at the United Fresh Fruit & Vegetable Association (UFFVA) exposition (at booth #2224) under the banner of the Corrugated Packaging Council (CPC). The organizations are proudly promoting the Corrugated Produce Container Modularity Standard, which specifies a footprint design system for interstackable produce cases. The standard is designed to improve operational efficiency for both grocery retailers and their distribution centers. The standard offers grower/shippers a new option to satisfy their customers' requests for packaging in modular, standardized container systems. It's a much easier, less costly alternative than switching to RPCs (returnable plastic containers), which requires extensive packing adjustments and capital investment. The exposition will take place in Phoenix, AZ from February 26 to 28, 2000.

FBA is also participating in a UFFVA convention workshop entitled Packaging Containers: Issues, Challenges & Opportunities. Jim Keller, vice president and general manager, containerboard packaging and recycling for Weyerhaeuser Company (also FBA's first vice chairman and co-chair of the AF&PA/FBA Competitive Materials Joint Steering Committee), will present the modularity standard. The workshop will be co-moderated by Cynthia Forsch of Albertson's Inc. and Paul Singh, Ph.D of the Michigan State University School of Packaging, and will take place on Saturday, February 26, 2000 from 10:00 a.m. to 12:15 p.m. FBA encourages the corrugated industry trade press and manufacturers to attend.

UFFVA describes the workshop as follows:

*Today there are more choices than ever for packaging produce. Both corrugated and plastics are featuring new shapes and sizes. And what about returnable systems? How do you choose: efficiency, cost, merchandising capability, customer demand? Which is right for your commodity? In this two-hour session, representatives from the plastic and corrugated industries explain the merits of their systems and answer questions from produce companies and retailers. And, we're saving plenty of open time for your questions, so come prepared!*

Contact UFFVA for more information on how to register (800/934-1957) or visit their Web site at [www.uffva.org](http://www.uffva.org) . Contact FBA for more information on the modularity standard.

## #

The Fibre Box Association (FBA) is a non-profit manufacturers trade organization representing and serving the corrugated industry. FBA's purpose is to bring together, in a lawful manner, the industry's North American manufacturers and provide services that enable those companies to conduct their business more effectively, responsibly and efficiently, and to improve the overall well-being of the industry.

The Corrugated Packaging Council (CPC) is a non-profit trade organization that develops and coordinates programs to promote the performance and environmental benefits of corrugated packaging. The CPC is co-sponsored by the Fibre Box Association (FBA) and the Association of Independent Corrugated Converters (AICC).