

Press Releases

New CD-ROM Highlights Basics, Benefits of Corrugated Common Footprint Standard

ROLLING MEADOWS, IL (August 7, 2001) - Transport packaging for fresh produce has become an area of intense debate over the past few years. During that time, the corrugated industry has consulted with growers/shippers and grocery retailers, and has heard many questions and concerns about transport and display packaging for fresh produce. In response, the Fibre Box Association (FBA) has developed the Common Footprint Standard, which recommends uniform footprint dimensions and interstacking features for corrugated containers.

To help educate growers/shippers about the Common Footprint Standard, FBA created an interactive CD-ROM that highlights the basics and benefits of the new corrugated packaging system, as well as its technical specifications. In July 2001, FBA sent nearly 2,300 of these CD-ROMs to growers/shippers. Many retailers are now driving changes in--or at least inquiring about changing--transport packaging systems, and this CD-ROM helps the growers/shippers understand the reasons why a corrugated standard is the most beneficial system throughout the entire distribution cycle.

Free copies of the CD-ROM are available through FBA. Please contact Heather Marshall at **847-364-9600** for more information.