

## Press Releases

### SUPERVALU Selects Corrugated Common Footprint As Preferred Package for Fresh Produce

**ROLLING MEADOWS, IL (November 8, 2001) -**

The Fibre Box Association's Corrugated Common Footprint Standard for produce packaging has been selected as the package of choice by SUPERVALU, the United States' sixth largest grocery retailer. After extensive research and analysis of modular corrugated containers and returnable plastic crates (RPCs), SUPERVALU recently informed its produce suppliers that the Corrugated Common Footprint will be the preferred package for the majority of fresh products.

In a letter to grower/shippers that will be affected by the new policy, Greg Murphy, SUPERVALU's Corporate Transportation Manager Produce/Floral said, "We all have watched our industry change dramatically over the years. Most of those changes have produced a superior product or in some manner made the process of getting that product from field to customer more efficient. Such is the case with the transformation that is currently taking place in the area of packaging."



The letter went on to spell out SUPERVALU's new packaging strategy, which states:

- Modular Corrugated: will be the preferred packaging for the majority of fresh products as long as it does not compromise quality and the pack size is commensurate with SUPERVALU'S needs.
- RPCs: will be utilized primarily with wet pack products to reduce or eliminate wax impregnated corrugated and wire-bound containers, which normally end up in landfills.
- Traditional Containers: will continue to be used where a suitable alternative is neither cost effective, supply chain beneficial or, due to physical constraints, would sacrifice the integrity of the product.

" SUPERVALU's goal is to transition the majority of our fresh produce to modular corrugated and, to a lesser extent, to RPCs by the end of our fiscal year (February 23, 2002). In order to achieve these results, we will be focusing our procurement efforts with those companies that can best provide us with a modular corrugated solution. Our initial efforts will be directed toward conversion of the key tonnage items with lower volume items evolving as we move forward," Murphy explains. "Adoption of this strategy will leave us with an integrated system of packaging that maximizes the positive attributes of each container type relevant to the product it contains. Furthermore, it will ultimately reduce costs within the continuum of the wholesale / retail portion of the supply chain. As a corporate citizen, we also are convinced that the implementation of this policy is a demonstration of environmental stewardship on the part of SUPERVALU and the retail community that it serves."

SUPERVALU asked its suppliers to provide information on case counts and special packing needs, readiness for conversion, and other details to be considered in implementing the change.

The modular corrugated packaging selected by SUPERVALU is the Corrugated Common Footprint Standard container system developed by the Fibre Box Association. All corrugated manufacturers are able to supply boxes to meet the standard, which provides uniform half- and full-size container specifications with compatible interlocking features for added load stability. It also specifies an open area at the top of each case (or an easily removable lid). All other container design criteria, including styles, materials, colors, cooling/venting features, graphics and box height, can be customized to meet specific application needs.

The Corrugated Common Footprint Standard was developed by the FBA, with help from the AF&PA (American Forest & Paper Association), in close consultation with both grower/shippers and retailers. It is also compatible with the footprint standard recently adopted by the European Federation of Corrugated

Board Manufacturers (FEFCO). As a result, produce shipping containers manufactured to either the FBA or the FEFCO standard are compatible with each other. This compatibility (footprint size and container interstacking features) facilitates effective stacking of mixed loads of FBA and FEFCO standard-based containers on industry-standard pallets.

FBA's member companies produce 90 percent of the corrugated packaging manufactured in the United States. FEFCO represents 22 national associations, as well as individual companies, in the European corrugated industry.

For more information, please contact Jim Nolan, vice president of the FBA, at **847-364-9600** .