



FIBRE BOX ASSOCIATION

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New Brochure Reveals

How To Get the Best Box

ELK GROVE VILLAGE, IL (December 11, 2007) -- A new brochure is now available to help packaging buyers understand how they can work with their corrugated suppliers to get the best box possible for their product. The informational brochure was developed by The Fibre Box Association, in cooperation with the Association of Independent Corrugated Converters (AICC), the International Safe Transit Association (ISTA) and the Technical Association of the Pulp and Paper Industry (TAPPI).

Versatility, cost-effectiveness, custom designability, durability and fit-for-use performance are hallmarks of corrugated packaging's broad appeal to packaging buyers and end-users. Corrugated boxmakers create optimized packaging for each individual application considering its supply-chain environment, handling requirements, product protection, point-of-sale display and merchandising needs, etc. This brochure assists packaging buyers and users in meeting the needs of their specific product and its supply chain while using the minimum amount of packaging at the lowest possible cost to meet their sustainability goals.

The new brochure, written by the FBA Technical Committee, is entitled “How to Get the Best Box.” It provides detailed information on what a corrugated manufacturer needs to design the best package for any product. The brochure includes two major sections: “What Your Box Maker Needs to Know” and “The Strong Box” which helps readers understand the performance measures of a package by explaining the common performance tests required for different shipping scenarios under common carrier classifications, including stacking strength, board compression testing (BCT), edge-crush (ECT) and burst strength (Mullen).

The “Best Box” brochure also includes a convenient, tear-off "Need-To-Know" checklist to help customers provide all the detailed information needed for a box supplier to create optimal packaging for their products. The checklist includes a list of questions divided into sections such as “The Product Itself,” “Set-Up and Packing,” “Distribution and Storage,” “Marketing Considerations,” and “Regulatory and Other Issues.”

FBA Collaborates with TAPPI, ISTA and AICC

FBA worked with three other industry associations, TAPPI, ISTA and AICC, to assure consensus in promoting the optimal design and use of corrugated products. To demonstrate the corrugated packaging design process is based on sound science, FBA joined with TAPPI, an association which developed 70 percent of the test methods the industry utilizes. In order for customers to control damage, limit over-packaging and increase the level of confidence for intended use, the FBA also collaborated with ISTA, and recommends the use of ISTA test procedures to help minimize packaging and predict

if the product and its package are suitable to meet the rigors of its supply-chain. There are 70 ISTA certified laboratories operated by FBA and AICC members to aid in the timely assessment of product packaging.

In publishing the “How to Get the Best Box” brochure, the corrugated industry’s goal is to provide a clearer and better working relationship between boxmakers and their customers. Brochures are available from the FBA. Non-members of FBA may order packs of 50 brochures for \$100. Brochures are available to order online at the FBA Store at www.fibrebox.org or ask your corrugated supplier to provide a copy.

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