



NEWS RELEASE

Wisconsin Department of Natural Resources Northeast Region

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SUBJECT: Menasha Packaging Company Welcomed into Green Tier

NEENAH, Wis. – Four Menasha Packaging Company facilities were formally accepted into Wisconsin’s Green Tier program. Shareholders, employees and local dignitaries gathered for the event today.

“At Menasha Packaging, our goal is to provide profitable and sustainable solutions that also lead to growth for our customers,” said Mike Waite, president of Menasha Packaging. “Our products, people, processes and programs all share an overarching goal of respecting and protecting the environment.”

“As a Green Tier participant, Menasha Packaging Company’s investments in renewable energy should benefit both the environment and the company’s bottom line,” said Jean Romback-Bartels, Department of Natural Resources acting northeast regional director.

Menasha Packaging specializes in developing packaging products and merchandise displays that use less material and are made from recycled or environmentally-friendly material to help customers move and sell their product. The company has a headquarters office in Neenah and Neenah, Hartford and Green Lake plants that produce packaging including retail-ready packaging, protective packaging and corrugated cartons, while the plants in Neenah and Hartford also create merchandising displays.

The company has recently increased their environmental commitment to focus on sustainability and the triple bottom-line – economic value, social responsibility and environmental stewardship. Menasha Packaging, along with its parent Menasha Corporation, has created a 20/20 Vision. By the year 2020, they will have reduced their carbon emissions, water consumption and solid waste by 20 percent relative to 2010 production levels.

“Wisconsin companies continue to demonstrate their leadership in environmental performance and show the environmental, economic and community benefits of making sustainability part of day-to-day operations,” commented DNR Secretary Cathy Stepp. “We are very pleased Menasha Packaging Company is a Green Tier participant.”

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As an important aspect of Green Tier participation, Menasha Packaging will operate under an Environmental Management System (EMS) — a “plan-do-check-act” tool that helps a company understand its environmental impacts. It also helps a company operate more efficiently by reducing energy usage, minimizing waste and reducing pollution.

Menasha Packaging is striving to meet criteria defined by the Sustainable Packaging Coalition for sustainable packaging. These criteria include durability, performance and stewardship by design. The criteria also require that packaging should be sourced, manufactured, transported and recycled using renewable energy.

Renewable energy is a major focus of Menasha Packaging Company and its parent company, Menasha Corporation. Today’s event included a dedication of five wind turbines that are next to their headquarters. These turbines are expected to generate 150,000 kW hours annually, enough to provide electricity for lights, computers and office equipment at the facility. They also are a constant visual reminder for employees and motorists on Hwy. 41 of the company’s environmental commitments.

Wisconsin’s Green Tier program encourages businesses to move beyond regulatory compliance in order to promote superior environmental performance. Participation in this program is strictly voluntary. Menasha Packaging Company is in Tier 1 of the program, which is designed to encourage new goal setting and innovation.

Additional information about Menasha Packaging Company and the Green Tier program can be found at: [<http://dnr.wi.gov/org/caer/cea/environmental/participants/menashapackaging/index.htm>]

Menasha Packaging Company

Menasha Packaging Company, LLC, based in Neenah, Wisconsin, is a subsidiary of Menasha Corporation. Founded in 1849, the Wisconsin-based company celebrates more than 160 years of manufacturing excellence. The firm’s heritage is built on quality products, personalized service, dedicated employees, and innovative printing and design capabilities. Menasha Packaging is a leading provider of graphic consumer packaging, merchandising solutions, corrugated packaging, food packaging, shipping containers and material handling solutions and is home of the Retail Integration Institute. With design, sales service centers, corrugated and paperboard plants located throughout the United States, the company’s mission is to help their customers move and sell their products.