



January/2012

Dear Valued Customer,

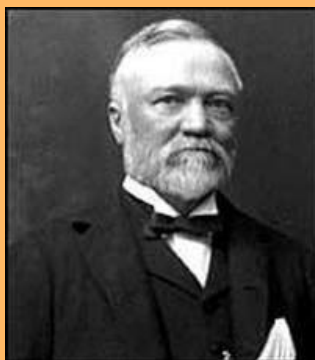
Welcome to the 2011 Year In Review issue of The PULPit!, which highlights contents from each month of last year.

In our December 2010 issue, the article "Making The Case For Sustainability", which featured EnviroPAK, had an incorrect link. We featured that article below with the correct link. Our apologies to those who were unable to read the article in its entirety.

Our upcoming February edition we will review the results of our annual customer satisfaction survey. We thank those of you who provided feedback on the survey. There is still time to participate, and you can do so [here](#).

January

Andrew Carnegie



"People who are unable to motivate themselves must be content with mediocrity, no matter how impressive their other talents."

February

Smurfit-Stone Container Corp., a local company that recently emerged from bankruptcy protection, has been acquired by competitor RockTenn Co., a manufacturer of paperboard, containerboard and consumer and corrugated packaging, the companies announced Sunday.



Smurfit-Stone, based in Creve Coeur and Chicago, has 17,700 employees. About 800 work in the St. Louis area. The company emerged from bankruptcy June 30 after a 17-month restructuring that shut 13 facilities nationwide. The deal, worth about \$3.5 billion, is half cash and half stock. It would pay \$35 a share for Smurfit-Stone stock, a 27 percent premium over the closing price Friday. The deal would make the company a wholly owned subsidiary of RockTenn, based in Norcross, Ga.

March

Last month we announced that EnviroPAK can now provide mock-ups to its prospective customers for under \$500. The mock-ups, made of eco-friendly foam or wood, are for fit verification.

Prototype samples, made of molded pulp, are for form, fit and function testing and cost slightly more than \$2,000. By choosing a mock-up over a prototype, customers who are still in the development stages of design can test fit their packaging in less than 2 weeks. This reduces the time to market for new products.



May

EnviroPAK is pleased to unveil the new 6 pack candle clamshell. This patent pending molded pulp package has passed preliminary UPS ship testing and will be available for sale in May.

The new design allows for top loading of the jars directly into the molded pulp clamshell, eliminating the need to handle 2 separate trays, thus reducing labor time and cost to pack out the candles.



Additionally, our specially designed boxes will "lock" the jars into place, practically eliminating damage during shipment.

We intend on offering the candle clamshell in quantities fewer than 100 and will also provide corrugate boxes. Both the clamshell(s) and box(s) will be shipped to you in a master carton. For large volume users, we will offer the clamshell palletized in bulk and will

April

Over 100 packages were submitted for IoPP AmeriStar awards consideration in North America's most prestigious packaging awards competition. Judges evaluated and analyzed packages from 17 categories at IoPP Headquarters in Naperville, Illinois, on February 10, 2011.



Top AmeriStar winners included the Best of Show Award, sponsored by Lansmont and the 3M Sustainability Award, sponsored by 3M. Judging was based on package innovation, sustainability, protection, economics, performance, and marketing.

Winning packages will be honored at the AmeriStar and IoPP Honors & Awards Dinner, taking place Tuesday, May 10, 2011, at the Hyatt Regency O'Hare in Rosemont, Illinois.

June

EnviroPAK is pleased to announce that it is in a position to entertain new projects that require Hot Pressing (A.K.A. After Pressing). Hot Pressing is a secondary operation whereby the molded pulp part is pressed with heated dies to smooth out both the front and back of the part. As a result, hot pressing generates a finer surface finish and an aesthetically pleasing part.

This process is highly desired for retail and medical packaging, or simply when a customer requires a part similar to thermo formed plastics. Parts produced by EnviroPAK that are hot pressed and embossed will provide our customers with the industry's most aesthetic, eco-friendly molded pulp package. We would be happy to send samples of our hot pressed parts simply contact us at info@enviropak.com and allow us the opportunity to provide samples and a quotation.

provide the box specifications for your box provider.

July

A recent trend report from O-I indicates that "U.S. Consumers Love Glass." The data and analysis from the report was prepared by O-I and based on an Omnibus phone survey, conducted of 1,000 U.S. consumers between April 1 and 3, 2011.

Key insights of the study say that when consumers compare glass, plastic, metal, paper cartons, and flexible pouches, glass tops the list in many categories. For example:



- 59% says glass is the most healthy and natural, followed by paper cartons at 17%
0% say glass is least likely to impact or change the way food or beverages taste, while plastic comes in second at 20%
- 37% believe that glass is the most environmentally friendly package, followed by paper cartons (30%), plastic (15%), metal (10%), and flexible pouches (6%).

August

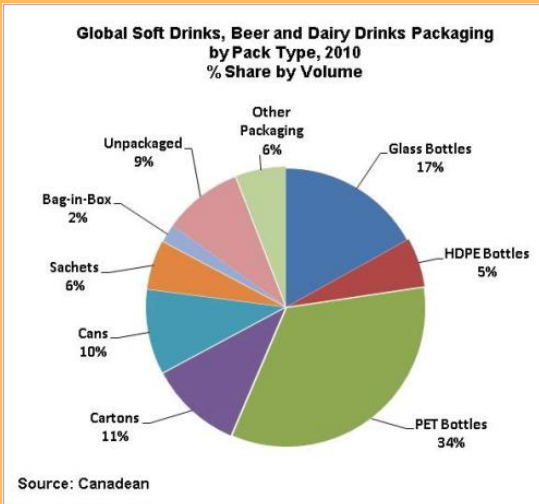
Brazilian plastics giant Braskem SA has made another big move in the polypropylene market, this time acquiring the PP business of Dow Chemical Co. For \$323 million. The deal makes São Paulo-based Braskem the largest PP producer in North America, and includes two U.S. plants and two in Germany, with total annual capacity of 2.3 billion pounds, the company said July 27.

Dow produces PP at its complexes in said Braskem CEO Carlos Freeport, Texas, and Seadrift, Texas. According to Braskem, the two U.S. plants will increase its PP capacity by 50 percent in the region to an annual production capacity of 3.1 billion pounds. Fadigas, in a news release.

"The acquisition of Dow's assets consolidates our leadership in polypropylene in the U.S., the largest thermoplastic resins market, and it also enhances our current position in Europe, an important market for our biopolymers strategy,"

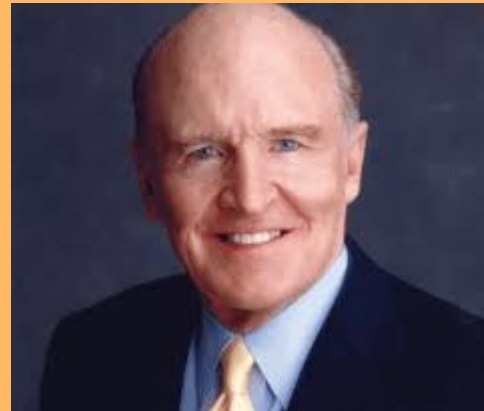
"In addition, as our second acquisition in the U.S., this transaction will enable Braskem to capture approximately US\$140 million in synergies (net present value) through a more diversified portfolio, a more leveraged fixed cost base and working capital, logistics and supply optimization," he added.

September

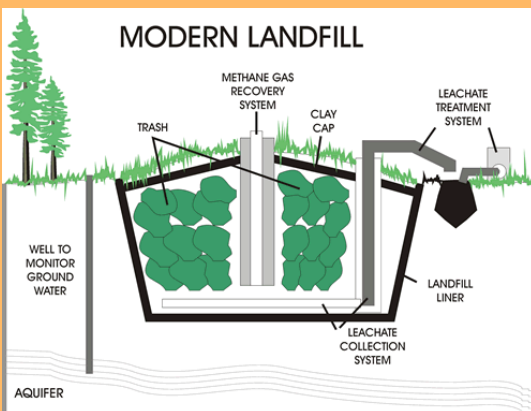


October

Jack Welch



November



"Change before you have to."

Web Links

- www.packworld.com
- www.packagingdigest.com
- www.sustainablepackaging.org
- www.earth911.com
- www.greenbiz.com
- www.treehugger.com
- www.life-cycle.org
- www.greenerpackage.com
- www.clemson.edu/pkgsci
- www.packagedesignmag.com
- www.thedieline.com
- www.sustainpack.com
- www.imfa.org
- www.enviropak.com
- www.sustainabilityninja.com
- www.packaginguniversity.com
- www.stlouisgreen.com
- www.mora.org
- www.europen.be
- www.ista.org

December

Some sustainable materials bear a higher price tag than conventional counterparts, and materials with low price points can be hard to compete against in terms of dollars and cents.

"A widely held belief that a customer won't pay more to go green is indeed true," says Ida Mannertorp, sustainability coordinator for Multifilm. "It does require a more sophisticated selling approach to persuade a customer or prospect to go green."

That approach should involve showing customers that the benefits of sustainable

packaging materials and design extend beyond the initial price tag.

"Our packaging is positioned to compete against EPS and origami-style corrugate, so there usually isn't a cost premium when you take into account the total cost of acquisition," says Bill Noble, vp of EnviroPAK Corp. "For instance, when a customer makes a switch from EPS, we can get up to 70 percent more product on a pallet. This reduces the end user's incoming freight costs, and the total number of shipments needed." Add in savings from reduced labor in receiving, on the production line, accounting, purchasing and other areas, and the cost gap could be reduced, eliminated or reversed.

To view the entire article, click [HERE](#).

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