



BetterSeal Secure Tape



BetterSeal Secure Tape, from Better Packages, is made from renewable resources and is completely recyclable.

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World's Leading Manufacturer of Paper Tape Dispensers, Better Packages, Joins Sustainable Packaging Coalition (SPC) to Better Educate Customers on Green Packaging Options

Summary: Better Packages, Inc., the number-one trusted name in water-activated paper tape dispensers and carton sealers for more than 90 years, has reinforced its commitment to providing sustainable carton sealing solutions by joining a leading professional trade association focused on sustainability—the Sustainable Packaging Coalition (SPC).

Shelton, CT, May 2008--Better Packages is pleased to announce its recent acceptance to SPC, the Sustainable Packaging Coalition. According to SPC, the organization's mission is to "advocate and communicate a positive, robust environmental vision for packaging and to support innovative, functional packaging materials and systems that promote economic and environmental health through supply chain collaboration." SPC's member list consists of both small companies and large corporations including well known names such as Alcoa, Burt's Bees, Coca-Cola, Green Mountain Coffee Roasters, Heinz North America, International Paper Food Services, Johnson and Johnson, Microsoft, Proctor and Gamble, Sealed Air Corporation, Target, Unilever and WinCup.

According to Phil White, President & CEO of Better Packages, "By aligning ourselves with SPC, we'll have the opportunity to leverage the expertise of its member organizations, learn all we can from them about green packaging and then pass that knowledge along to our customers. Our SPC membership will enable us to provide our customers with more tools and resources to become better educated so they can make fully informed decisions and ultimately meet their goals to become more environmentally responsible."

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Better Packages' participation in the SPC will allow the company to share knowledge garnered from over 90 years of commitment to the secondary packaging industry and learn from other organizations that are implementing their own green initiatives or developing green technologies. "That combined knowledge," according to Mr. White, "will enable all of us to become better providers to our customers and better stewards of the environment."

Better Packages products have supported earth friendly packaging practices throughout the company's 90-plus years in existence. The paper water-activated tape, such as BetterSeal Secure Tape, used in Better Packages paper tape dispensers has always been made primarily from renewable, recyclable resources: paper and plant-based starch. Reinforced paper tape, which contains fiberglass reinforcements, is also easily recycled during the corrugated recycling process. The dispensers themselves are easy to operate and built to last. Longer life results in fewer dispensers being replaced and destined for landfills. The average useful life of a non-electric manual dispenser is 20 years.

To learn more about Better Packages products and the company's commitment to providing information on green packaging, visit www.betterpackages.com. For more on the Sustainable Packaging Coalition (SPC), go to www.sustainablepackaging.org.

About Better Packages

Better Packages, founded in 1917 and headquartered in Shelton, Connecticut, since 1924, is the world's leading manufacturer of paper tape dispensers used for carton sealing. The company also offers case sealers, pressure-sensitive tape dispensers, water-activated paper tape and a full line of dispenser accessories. Its products are sold and serviced in the United States and in 20 countries worldwide. Its systems are used whenever security, strength, efficiency, sustainability, productivity and a professional image are needed. For more information, please visit www.BetterPackages.com.

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