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MENASHA PACKAGING'S FOLDING CARTON GROUP ACHIEVES PRESTIGIOUS G7 MASTERS DESIGNATION

Menasha's carton business joins elite group of operators qualified through IDEAlliance to provide best practices across the print supply chain.

NEENAH, WI (May 25, 2010)—Menasha Packaging's Folding Carton Group has joined an elite group of U.S. folding carton operations that have earned the G7 Masters designation through IDEAlliance. Menasha's carton business is one of just four domestic folding carton operations to have earned this designation.

The G7 methodologies were pioneered by IDEAlliance, a non-profit trade association devoted to advancing specifications and best practices across the print supply chain. In earning this designation, IDEAlliance has validated that Menasha utilizes the most modern technology, proofing and press controls, and standards required to produce a close visual match from proof to print.

Leading the way for Menasha's color management program is Scott Vanden Boom, Litho Team/Color Management Coordinator, who has joined an elite group of 200 professionals internationally that have earned G7 Expert status. Complementing his 20 years of pre-press color management experience, Vanden Boom achieved this designation after extensive training and passing an exam that validated his knowledge and skills in electronic pre-press and printing techniques. He is now certified to qualify printing devices to G7 specifications internally within Menasha, as well as to its customers and their graphic agencies.

All of Menasha's Folding Carton print assets and proofing devices at its Neenah, Wis. and Morrisville, N.C. operations are G7 qualified by IDEAlliance. This print model ensures consistency and repeatability in proof-to-print color accuracy – regardless of the device on which a customer's job is produced.

In addition, several of Menasha's customers have on-site proofing devices that Vanden Boom has calibrated to G7. This allows the customer to instantaneously view full-color



proofs transmitted electronically from Menasha's Neenah-based graphics center, rather than waiting on the traditional method of shipping a proof from Neenah. And for customers who require high-impact graphics with optimal quality, that's imperative.

Besides improved customer support, the ultimate value to Menasha's print customers is that G7-driven color management can result in reduced ink usage and decreased make ready times, which help reduce overall manufacturing costs.

"I may have achieved the certification, but it's truly Menasha Folding Carton Group's entire team of press operators that work so hard to ensure the customer's color objectives are met on press quickly and accurately," Scott said. "The G7 process is considered a gold standard in the industry for managing color, and at Menasha, we wouldn't want anything but the best print tools and technology to service our customers."

Menasha Packaging Company

Menasha Packaging Company, LLC, based in Neenah, Wis., is a subsidiary of Menasha Corporation. Founded in 1849, we celebrate more than 160 years of manufacturing excellence. Our 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, our mission is to help our customers move and sell their products. Menasha's Folding Carton Group facilities are located in Neenah, Wisconsin, and Morrisville, North Carolina. For more information, see menashapackaging.com.

IDEAlliance

IDEAlliance (International Digital Enterprise Alliance) is a not-for-profit membership organization. IDEAlliance advances core technology to develop standards and best practices to enhance efficiency and speed information across the end-to-end digital media supply chain - creation, production, management, and delivery of knowledge-based multimedia content - digitally and in print. IDEAlliance members represent a unique convergence of the leading brand owners, agencies, publishers, printers, materials suppliers and solution providers. IDEAlliance provides a user-driven, cross-industry, and open environment in which its members can strategize, innovate, standardize, and implement solutions to real business challenges in eMedia-based publishing. Learn more about IDEAlliance at www.idealliance.org.

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