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**PROPLUS OFFERS STRATEGIC SUPPORT OF MERCHANDISING
SOLUTIONS FOR MENASHA PACKAGING CUSTOMERS**

Company Places Program Manager On-Site for Larger CPGs and Retailers

NEENAH, WI (October 2, 2009) – Menasha Packaging, the largest independent packaging company in the United States, now offers a unique service called **proPLUS** in response to customers looking for expertise and support in managing the entire merchandising life cycle.

The new **proPLUS** program utilizes Menasha Packaging’s best people, processes and tools to help its customers improve return on investment (ROI) and reduce merchandising supply chain costs and time.

One of the program’s main features for larger Consumer Product Goods (CPG) customers and retailers is the option of having a Menasha Packaging Program Manager – who is solely dedicated to their needs – working on-site to support their merchandising initiatives.

Menasha’s program managers are highly skilled and strategic individuals who understand how to navigate merchandising supply chains successfully. All program managers are trained and have access to Menasha Packaging’s most strategic retail insight, intelligence and resources. Many become an extended member of their customers’ merchandising team’s infrastructure, taking on responsibilities within customers’ systems and processes.



If there is not an on-site program manager, Menasha Packaging may assign a program manager or coordinator to oversee the CPG, or multiple CPGs, from one of the Menasha Packaging facilities.

Another feature of **proPLUS** is a customized Web-based, comprehensive management system that allows customers and their third parties to access retail insights and merchandising program data, at any point in the supply chain, from concept through retail.

Presently, Menasha Packaging is selectively utilizing the **proPLUS** service with large CPGs in the food, household and personal care industries. However, Menasha Packaging can apply the expertise it has gained from managing highly detailed display programs for national accounts to other customers seeking this level of support.

“Our customized Web-based solutions are, by far, the most strategic tool for our customers. We develop a custom Web-based site for our large CPGs to view and report merchandising information on a display, brand or customer level,” explains Angie Shepard, assistant sales manager at Menasha Packaging. “It is accessible by our CPGs and their third parties 24/7, anywhere in the world, via a secured individual login. Additionally, we can provide customers with retailer specs and insights from the same Web-based solution.”

The total merchandising life cycle tools offered by Menasha Packaging foster ongoing relationships, as well as value-added activities focused on products and services for the customer.

“The bottom line,” states Shepard, “is that **proPLUS** reduces merchandising cost, risk and process time for the CPG or retailer while helping improve ROI.”

*For more information about the **proPLUS** program, call 1-800-451-0224.*



About Menasha Packaging

Menasha Packaging Company LLC, based in Neenah, Wisconsin, is a subsidiary of Menasha Corporation. Founded in 1849, the Wisconsin-based firm celebrates over 160 years of manufacturing excellence with a proud heritage built on quality products, personalized service, dedicated employees, and innovative printing and design capabilities. Menasha Packaging, with more than 1,700 employees, is a leading provider of graphic consumer packaging, merchandising solutions, corrugated packaging, food packaging, shipping containers and material handling solutions, and is home to the Retail Integration Institute. With design, sales service centers, and corrugated and paperboard plants located throughout the United States, the company's mission is to help their customers move and sell their products. For the latest information, visit www.menashapackaging.com.

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