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**MENASHA PACKAGING LAUNCHES REBRANDING EFFORT  
AT IN-STORE MARKETING EXPO**

*Reinvigorated Brand Reflects New Growth, New Products, New Sustainability Initiatives*

**NEENAH, WI (October 2, 2009)** – Menasha Packaging, the largest independent packaging company in the United States, will launch its new look at the IN-STORE Marketing Expo in Chicago, October 6-8, 2009. The enhanced design of the logo, a refreshed color palette and a modified tag line are the outward culmination of ongoing efforts to reposition the company. The evolution also includes the consolidation of the company’s divisions into nine different operational groups that work together in promoting and supporting the Menasha brand.

“We are changing how the world sees us and how we see ourselves,” explains Mike Waite, president of Menasha Packaging. “As an industry leader, our products and services have evolved beyond the ‘corrugated box’ niche where many of our existing and potential customers categorize us, and it’s time to realign our internal structure and goals to meet the new challenges. It’s imperative that our customers not only understand our new comprehensive ‘one-stop shop’ approach to the marketplace, but also see the value of maintaining a relationship with Menasha.”

The new look will be utilized in ads, signage, marketing materials and the company’s Website. Company leaders predict that elevating the Menasha Packaging brand will result in improved efficiency in the workplace and better resources for its customers. The new look supports an aggressive effort to change the public’s perception of Menasha Packaging as a “brown box only” provider in the marketplace.

“As you well know, the brand of a company is not a logo,” points out Dennis Bonn, Menasha Packaging’s vice president of marketing. “The brand is the customers’ or public’s perception of a company. The logo, imagery and signage just reinforce the brand you are trying to project. We create strategies as well as solutions, and that doesn’t begin or end with making corrugated boxes.”

The evolution of the Menasha Packaging brand is evidenced by the refreshed logo, now infused with vibrant colors. The green hue signifies new growth, the organic nature of the company’s raw materials and a sustainability message of seeking and offering earth-friendly solutions.

The company’s tagline has also undergone a subtle change from *Innovative Packaging by Design* to *Innovative by Design*. The rationale for deleting the word “packaging” is to remove the “Traditional Packaging only” perception and redefine the company as a progressive resource for solutions throughout the supply chain.

“This shift is especially important as we continue to communicate the Menasha Packaging brand in the marketplace and cross into different markets,” states Waite.

### **Streamlining Internal Dynamics**

Another strategy in support of Menasha Packaging goals and brand is streamlining the company’s internal structure. “The multiple divisions were perceived as independent entities instead of specialized Menasha services,” states Waite. “While the functions of each location differ, they share the common goal of supporting and promoting the Menasha brand. To eliminate this confusion internally and externally, the former Menasha divisions have been reclassified as ‘groups.’”

The new groups include: packaging, display, folding carton, preprint, food, RII, healthcare, global and services. In some instances the groups have been given new names that better define their purpose. They have each been assigned a specific color within the Menasha Packaging spectrum.

“The new configuration shifts the thinking to a full-service customer-centric model,” adds Waite, “and solidifies Menasha as the cohesive brand bringing these diverse services together.”

### **Retail Integration Institute**

One of the services that has made a huge impact on the retail side of Menasha’s business is its Retail Integration Institute (RII). By aligning marketing strategies of retailers with top consumer product goods manufacturers, RII has effectively increased sales, improved profits and reduced costs for its customers.

A final component in the Menasha Packaging evolution is bridging the RII identity with the company’s brand. “The strengths of RII are well recognized in the marketplace,” Waite emphasizes, “and we will continue to capitalize on the Institute’s resources. However, instead of continuing to treat RII as a separate unit, it now fits squarely under the Menasha brand and functions in the same way as our newly reorganized groups. This seamless integration allows us to utilize RII without subverting the Menasha brand in the marketplace.”

Company leaders expect all these changes to create a positive impact on customers and employees alike. “In today’s business environment, for us to be able to launch our revitalized brand is an exciting time for the company,” Waite points out.

### **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 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 product information, visit [menashapackaging.com](http://menashapackaging.com).

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