



GREENWARE®

MADE FROM PLANTS

Show Your True Colors.™

Sustaining Your Success

Newsletter vol. 1 February 2010

Welcome

Welcome to the first issue of *Sustaining Your Success*. This newsletter is dedicated to Greenware® and has been created to share news, tools and tips on the products you've been working so hard to support.

This is where you'll find all you need to know about Greenware® as you accelerate your success, whether it's an announcement of new sales tools, profiles of satisfied customers or upcoming Greenware® product developments. Keep an eye on *Sustaining Your Success*. And use its offerings to make it a great Greenware® year.



Greenware® Offers New Stock Print Option

Now, Greenware® cups feature a new, eye-catching, earth-friendly logo and design with copy that says, "Cups made from plants make a difference." What a simple way for operators to show their commitment to the environment while acknowledging their customers for doing their part.

Rolled out in December 2009, the new Greenware® stock print is available on the full line of cold drink cups in 7-, 9-, 10-, 12-, 16-, 20- and 24-oz. sizes and on portion cups in 2-, 3.25- and 4-oz. sizes.

Operators can also make Greenware® cups their own by custom printing with their logo and message. Either way, Greenware® is a powerful way to strengthen customer relationships and encourage business growth. To help your operators with custom print orders, contact the Fabri-Kal Customer Print Graphics Department or Marketing Department for guidelines.



Greenware® Resources a Click Away

Another important tool in successfully growing Greenware® is the new Fabri-Kal Resource Center, now online and ready to navigate via a simple user name and password, which will be sent to you soon.



The Fabri-Kal Resource Center provides a library of tools and information, from an interactive idea board, to marketing assets like images and logos, to a people page featuring company contacts and calendars. Various support elements are also available through this portal, like Customer Service forms, Policies and Procedures, and References. A Training Center, featuring product line specifications and FAQs, is also available. Check the Fabri-Kal Resource Center often for updates, including new tools and product line information.

Greenware® Success Stories



Sustaining Your Success will regularly feature interviews with foodservice professionals who use and appreciate Greenware® cups in their operations.

This month, we caught up with Diana L. Thompson, Coordinator of Retail Sales and Marketing for University Residences at Purdue University in West Lafayette, Indiana. The main campus at Purdue is home to about 40,000 students, in addition to its many visitors throughout the year.

***Sustaining Your Success (SYS):* When did you start using Greenware® cups? And why?**

Diana Thompson (DT): Purdue University Residences has always had an ecological bent and we are working even harder to become as green as we can be. Our division has recycled plastics, cardboard and paper for over 15 years. We are not new to this bandwagon. We have a Coca-Cola® contract that requires us to use cups with their logo, so when they came out with the [Greenware®] cup, we were one of the first ones to sign on.

***SYS:* What products do you currently use – and where?**

DT: We use the Greenware® cup in all retail locations, including two mini marts and two restaurants, in our three

“On the Go” locations, in our catering operation and in our dining courts. Also, our employees use them on breaks. Our Purdue Memorial Union is separate from our division, but they also use the [Greenware®] cup in their restaurants.

***SYS:* How would you describe student interest in sustainable/renewable products in your retail operation?**

DT: Boiler Green Initiative, BGI, is our student organization, dedicated to the sustainability of the University and surrounding communities. They very much care about the environment and about using sustainable materials.

***SYS:* What difference has the addition of Greenware® cups made to your operation? Are you pleased with the product line?**

DT: We really like our new cups and are very happy to have gotten away from Styrofoam.

***SYS:* Are the Greenware® cups composted, or are there plans to compost them?**

DT: We do not currently compost, but our new Sustainability Director is trying to come up with a solution for this. We are still looking for ways to be greener!

To see your customer's success story in an upcoming issue, email eeewing@f-k.com.

Tools for Success

The re-launch of Greenware® is only the beginning of *Sustaining Your Success*. To help you generate excitement about the reinvigorated Greenware® line and take growth to the next level, you can tap into a comprehensive selection of sales support materials.

Tools to strengthen your selling efforts include:

- High-impact brochure
- Updated specifications sheet
- New stock print
- Merchandising materials
- Capabilities presentations
- Direct mail
- Brand standards
- Retractable banner
- Trade show best practices guide



To order Greenware® support tools, email samples@f-k.com.



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Questions or comments? Please email eeewing@f-k.com.



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