

Contact:
Stephanie Sweeney
269/385-8085
ssweeney@f-k.com



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Cups Made From Plants Make A Difference
Choose The Cup With a 90% Consumer Approval Rating

Note to Editor:

- Greenware® products are made from plants—not petroleum
- New stock design shows customers you care about the environment
- 100% compostable in actively managed facilities
- Free merchandising materials

KALAMAZOO, Mich.—Fabri-Kal is excited to announce the newest addition to the Greenware® family – a fresh new stock design, available starting this month. The attractive design tells your customers you are committed to making a difference and is available on the full line of Greenware® cold drink cups in 7, 9, 10, 12, 16, 20 and 24 oz. sizes, and Greenware® portion cups in 2, 3.25 and 4 oz. sizes.

Enhance your brand. Let your customers know you are making a difference by using Greenware® products – FREE Greenware® merchandising materials are now also available.

Greenware® annually renewable cold drink cups, portion cups and lids are made entirely from plants – not petroleum. Made in the U.S.A. from Ingeo™ biopolymer, the Greenware® product line is 100% compostable in actively managed municipal or industrial facilities, where available. With Greenware® products you don't have to sacrifice performance and clarity for an eco-friendly product—Greenware® satisfies all of these needs.

Good for your business. Your customers want Greenware® products:

Of those consumers who visit foodservice establishments 5, or more times, every 2 weeks...

- 90% find the Greenware® proposition very or somewhat appealing
- 88% would be interested in using Greenware® in a foodservice establishment
- 84% would view a foodservice establishment more positively if it offered Greenware®
- 50% of consumers would visit a foodservice establishment more frequently if it offered Greenware® cups

**Consumer Research Source: Proprietary Study Conducted April 2009*

To find out more about Greenware® products, to learn about Fabri-Kal's No Greenwashing Pledge and to locate composting facilities in your area, visit www.f-k.com/green.

About Fabri-Kal

Fabri-Kal is a leading provider of plastic foodservice and custom thermoformed packaging solutions. As one of the largest thermoformers in North America, Fabri-Kal's customer base includes thousands of foodservice operators and dozens of consumer product manufacturers. Headquartered in Kalamazoo, Mich., and in continuous operation since 1950, Fabri-Kal employs more than 800 people in five manufacturing, printing and warehousing facilities throughout the United States. More information about Fabri-Kal may be found at the company's website, www.f-k.com.

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Attachment: Greenware® logo and Image of Greenware® stock print cup