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Reusable Packaging Association Announces 2008 Education Forum

Forum Will Focus on Economic and Environmental Value of Reusable Packaging Systems to Business Community

WASHINGTON, June 25, 2008 - The Reusable Packaging Association (formerly the Reusable Pallet and Container Coalition) is pleased to announce its 8th annual Education Forum. The 2008 Forum will bring together a diverse group of supply chain partners, policy makers, academics, and industry leaders who will demonstrate and discuss the economic and environmental value of reusable packaging Sept. 24 – 25 in Oakland, CA.

The Forum, “Choose Reusables! Driving Economic & Environmental Value with Reusable Packaging,” is designed for top managers, executives, packaging engineers, materials managers, supply chain directors, and other decision-makers who have either converted to reusable packaging systems or are interested in finding out more about the economic and environmental value of these systems.

Sponsored by the RPA in cooperation with StopWaste.Org, the program will feature presentations by industry leaders from John Deere, Pepsico, General Motors, Toro, Cummins and Ghirardelli Chocolate who have used reusable packaging as a catalyst to optimize their supply chain productivity. Other speakers include policymakers and government leaders from the Environmental Protection Agency, supply chain experts, scientists, and economists – all highlighting the proven economic and environmental benefits of reusable packaging systems.

“Leaders from all sectors are coming together to network and share best practices of how to implement and maximize the Return on Investment of environmentally-sustainable reusable packaging programs,” said Fred Heptinstall, RPA President, and President of IFCO RPC Management Services. “This is an excellent opportunity for end users who are interested in adopting more environmentally-friendly practices or who want to maximize their existing efforts. Anyone who makes packaging decisions for their company will benefit from attending this Forum.”

Noted speakers include Tom Huetteman, U.S. EPA Waste Division Associate Director, and Beverly Sauer of Franklin Associates, which is recognized as the creator of the internationally recognized life cycle inventory methodology.

“Our broad base of members and thought leaders makes the RPA uniquely positioned to lead this Forum about the powerful intersection of economic benefits and environmental responsibility through reusable packaging systems,” said Jeanie Johnson, executive director, RPA. “The sessions will focus on practical and strategic applications of reusable transport packaging systems with the goal of increasing operational productivity while improving environmental sustainability measures and outcomes.”

All packaging stakeholders – users, manufacturers, retailers, suppliers, academics, trade associations, public agencies, and consultants – and those interested in learning how reusable packaging can improve their business are invited to attend. The Forum will be held at the Waterfront Plaza on historic Jack London Square, one of Oakland’s most identifiable landmarks. For more information on the conference agenda, fees, and registration, visit www.choosereusables.org.

About the RPA

In May 2008, the Reusable Pallet & Container Coalition (RPCC) officially became the Reusable Packaging Association (RPA). Since 1999, the RPCC has been collaboration between manufacturers, poolers, distributors, retailers and educators to promote the environmental, safety, and economic benefits of reusable packaging. Moving forward, the RPA will leverage its collective voice of industry leading knowledge to advance the adoption of reusable packaging by clearly demonstrating supply chain efficiencies, environmental benefits, ergonomic improvements, and cost advantages. The RPA has a singular and powerful focus on promoting the value and expansion of reusables as the preferred packaging solution across supply chains in all industries.

For more information, visit <http://www.choosereusables.org> or call 202-625-4899.

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