

International Paper Launches ecotainer Compostable Cold Cup In Partnership with Coca - Cola U.S.A and Sells One-Billionth ecotainer.

International Paper has announced that it is expanding its **ecotainer**® brand of foodservice packaging. The American launch of the new Cold Cup product, in partnership with Coca-Cola U.S.A , was at the National Restaurant Association show in Chicago on the 16th and 17th May.

The company also announced that they have now sold their one-billionth ecotainer product which can be commercially composted.

“The **ecotainer** cold cup is the next step in the evolution of the ecotainer product line,” said Austin Lance, vice president of International Paper’s Foodservice Business. “Hitting the commercial milestone of one billion **ecotainer** cups is a clear indication that the product line is a right fit for our environmentally conscious customers, and we are thrilled that we can now offer a compostable option for cold beverages.”

More about ecotainer products

ecotainer products:

- Have a smaller environmental footprint than comparable products
- Are commercially compostable
- Meet the ASTM D6400 standard for compost-ability
- Meet European standard EN:13432
- Are DIN CERTCO certified
- Are certified by the Biodegradable Products Institute (BPI)

ecotainer products are made from renewable resources:

- Trees sourced from responsibly managed forests as certified by the Sustainable Forestry Initiative® standard
- Rather than use a petroleum-based liner, **ecotainer** products are coated with a plant-based moisture barrier made from Ingeo™ by NatureWorks

Because of this unique lining, the **ecotainer** product range can be commercially composted with food waste, **which can help reduce the amount of material going to landfills.**

More about the new Cold Cup product

The **ecotainer** cold cup is the logical next extension of the product line. Building on the success of the hot cup, International Paper worked with Coca-Cola U.S.A to bring the cold cup to limited markets starting this past autumn and winter. The American rollout at Coca-Cola will expand access to the cup, which will also be available shortly as a stock print or with customised artwork.

International Paper Food Service Europe - Winsford, Cheshire

ecotainer cups for hot beverages are produced in the U.K. at the company's site in Winsford, Cheshire. Mike Turner, the Director responsible for the site, commented "The launch of the new **ecotainer** Cold Cup is testimony to our Company's commitment to developing environmentally aware products through innovative research and development programmes"

About International Paper

International Paper (NYSE: IP) is a global paper and packaging company with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include uncoated papers and industrial and consumer packaging, complemented by xpedx, the company's North American distribution company. Headquartered in Memphis, Tenn., the company employs about 61,500 people in more than 20 countries and serves customers worldwide. 2008 net sales were approximately \$25 billion. For more information about International Paper, its products and stewardship efforts, visit www.internationalpaper.com.

Should you require any more information please contact:

Ian Brown
Red Spot Marketing Ltd
Hartham Park
Corsham
Wiltshire
SN13 0RP

01249 700772
07836 636017