

**For Immediate Release**

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**Sealed Air Garners Three Prestigious DuPont Packaging Awards**

*Cryovac Grip & Tear<sup>®</sup> Bag, Mirabella<sup>®</sup> Case-Ready Package, Ethafoam<sup>®</sup> HRC Plank  
Selected for Top Honors by Judging Panel*

**ELMWOOD PARK, N.J. (May 26, 2010)** – Three packaging technologies from Sealed Air were individually recognized for innovation, sustainability and cost/waste reduction during the 22<sup>nd</sup> annual DuPont Awards for Packaging Innovation. The Sealed Air products were among 13 winning entries, selected from among 160 entries worldwide, that were announced yesterday during a live webcast.

The trio of Sealed Air products receiving DuPont Packaging Awards were:

- Cryovac Grip & Tear<sup>®</sup> bags, a portfolio of vacuum shrink bags for multiple applications featuring an innovative easy-open feature;
- Cryovac Mirabella<sup>®</sup> case ready packaging, a patented tray lidding system for fresh meat that uses less space by reducing tray height by an average of 40 percent; and
- Ethafoam<sup>®</sup> HRC (High Recycled Content) plank, a polyethylene foam which contains a minimum of 65 percent pre-consumer recycled content, designed in collaboration with AFP to create a high performance transport packing application.

“We are honored that three separate Sealed Air innovations have been recognized with one of our industry’s highest accolades,” said William V. Hickey, President and CEO of Sealed Air. “The standard of excellence we strive to provide and that the DuPont Awards’ represent, recognize not only our commitment to innovation and sustainability, but to providing solutions that add measurable value to our customers’ bottom line.”

The DuPont Awards for Packaging Innovation are the industry’s longest running, independently judged global awards program honoring packaging materials, processes, technology and service innovations. Entries were received from Americas, European and Asia Pacific regions and reviewed and judged by a panel of international jurors led by John Bernardo, President, Sustainable Innovations LLC. In evaluating entries, jurors considered excellence

demonstrated by companies in one or more of the three areas of innovation, sustainability or cost/waste reduction.

Cryovac Grip & Tear<sup>®</sup> bags combine the superior shrink, toughness and oxygen-barrier properties of a traditional Cryovac<sup>®</sup> vacuum shrink bag with the addition of an easy-open feature. Easily opened by pulling a tab, the Cryovac Grip and Tear<sup>®</sup> bag's knifeless design eliminates the mess created by opening some bags, and keeps fingers, counters and utensils clean. Consumers also appreciate the additional safety from not having to directly touch the product. The Cryovac Grip & Tear<sup>®</sup> portfolio of products includes post-pasteurization bags, non-barrier bags for poultry and for frozen meat, cook and strip bags, barrier bags or a Portion-Pull<sup>™</sup> option that allows the bag to be removed from the product one strip at a time, keeping the unused portions of the product fresh for longer.

Cryovac Mirabella<sup>®</sup> case ready modified atmosphere packaging technology allows product-to-film contact without discoloration. By allowing the product to reach the level of the tray flange, tray height can be reduced by an average of 40 percent compared to standard tray lidding formats. In addition to the benefits to retailers of increased display space and enhanced visual appeal, the Mirabella<sup>®</sup> package's reduced headspace offers environmental benefits by allowing for an increased number of packs per shipping crate, leading to lower storage and transportation costs.

Ethafoam<sup>®</sup> HRC (High Recycled Content) plank for transport packing has the combined environmental benefits of using at least 65 percent pre-consumer recycled content while also being lighter than previous materials, which reduced shipping costs. In addition, the polyethylene foam material meets the significant performance requirements for protecting electronic components during transport.

For more information, call 1- 800-391-5645 or visit [www.sealedair.com](http://www.sealedair.com).

### **About Sealed Air**

For fifty years, Sealed Air has been a leading global innovator and manufacturer of a wide range of packaging and performance-based materials and equipment systems that now serve an array of food, industrial, medical, and consumer applications. Operating in 51 countries, Sealed Air's international reach generated revenue of \$4.2 billion in 2009. With widely recognized brands such as Bubble Wrap<sup>®</sup> brand cushioning, Jiffy<sup>®</sup> protective mailers, Instapak<sup>®</sup> foam-in-place systems and Cryovac<sup>®</sup> packaging technology, Sealed Air continues to identify new trends, foster new markets, and deliver innovative solutions to its customers. For more information about Sealed Air, please visit the Company's web site at [www.sealedair.com](http://www.sealedair.com)

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