

Inland external brand announcement

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FOR IMMEDIATE RELEASE

Inland rebranding reflects expanded markets

La Crosse-based packaging powerhouse began as a commercial printer

La Crosse, Wis. – Inland, a leader in advanced packaging technology, has unveiled a strategic rebrand in connection with the company's growth and expansion into new markets.

Now a comprehensive packaging solutions provider for food, beverage and consumer products, Inland has simplified its identity by dropping the word "Label." The company became Inland Label in recognition of its prominence in the beer label industry, propelled by a longstanding relationship with G. Heileman Brewing Company. Prior to that, the company name was Inland Printing.

The emergence of new, sophisticated packaging processes such as In-Mold Labeling (IML), which merges label and container, presented opportunities for dramatic growth and diversification. Substantial equipment investment and development of technical expertise have been ongoing for more than a decade, beginning with a major laboratory expansion and the addition of a chemist to lead the development team. Inland is now the North American IML leader.

Inland's new tagline "We power great packaging" alludes to its current portfolio in food, beverage and consumer product packaging and promises further innovation. According to CEO Mark Glendenning, "We aligned our brand with our growth strategy. Over time, we have developed into a robust resource for our customers, and have always been a strategic partner rather than simply a supplier. Our new identity recognizes that."

Brands who want to refresh or enhance their packaging find advantage in Inland's ability to create integrated end-to-end solutions. A commitment to collaborative development has led the company to forge relationships with supply chain partners including molders, film, coating and equipment manufacturers, who are currently engaged in co-development projects with Inland.

"Our ability to break new ground grows with each relationship, especially when new characteristics are specified," explained Scott May, Inland's vice president of sales and marketing. "Our resources are quite extensive."

The company spearheaded the development of breakthrough ideas like the color-changing blue mountains for Coors Light, security features and oxygen barrier packaging. Inland is also known for sustainable initiatives like reducing its own packaging volume and installing a closed-loop water system to reduce heating and cooling requirements. Inland is part of the Sustainability Institute, a consortium formed by Western Technical College to share and promote green practices.

About Inland

Inland works collaboratively with brand owners and industry partners to advance innovative, best-in-class solutions for food, beverage and consumer product packaging. Inland is a third-generation, family-owned company based in La Crosse, Wisconsin, with strategic supply chain relationships worldwide. A leader in advanced packaging technology, Inland has experienced an impressive 70-year transformation from local supplier to global partner. Inland employs more than 300 people at two facilities in La Crosse, Wisconsin.

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We power great packaging