



FOR IMMEDIATE RELEASE

Seda North America achieves FSSC 22000

September 5, 2013 – Mount Pleasant, WI – Seda North America recently reached a milestone, when it became the first US paperboard food packaging company in the United States to achieve the Global Food Safety Initiative (GFSI) Food Safety System Certification (FSSC 22000) benchmarked standard.

FSSC 22000 is a GFSI-benchmarked standard based on ISO 22000, with an added prerequisite program audit called PAS 223-2011, which Seda achieved. This internationally accepted certification scheme for is used for auditing and certification of food safety in the whole supply chain of an organization.

Seda North America's customers can be confident that products purchased are not only of the highest quality but have been manufactured by meeting the requirements of this stringent food safety standard. This recent certification is an outstanding accomplishment for Seda North America, a greenfield operation recently established and the newest member of Seda International Packaging Group, one of the world's leading privately owned manufacturers of food packaging.

Very few food packaging manufacturers are currently FSSC certified as it is a long process usually brought about by customer demands. Standard audit time is 8 month to 1 year; Seda was able to achieve this standard in 4 months, including audit and certification.

Cliff Albert, Vice President of Sales and Marketing for Seda North America said "Food safety is the number one concern for our brand partners and packaging plays a very important role in their supply chain. FSSC 22000 Certification ensures that we have the most effective food safety systems in place. Being the first foodservice packaging company in North America to gain certification is an honor but more importantly, we hope our commitment helps raise the level of standards for safety within the packaging industry".

Seda North America is currently the only US paperboard food packaging company with FSSC and 1 of only 6,155 companies worldwide who hold the certification.

About Seda International Packaging Group

Established in 1964, Seda International Packaging is a privately held multinational company based out of Naples Italy. Seda has established themselves with 4 European platforms and 12 manufacturing plants. Recently, Seda has entered the North American market with Seda North America, a greenfield operation which opened in 2012 and manufactures paper cups among which Double Wall Insulated Hot Cup represents the leading edge in terms of technology and sustainability, plastic lids, and paper food containers. They have built much of their success on the platforms of innovation and sustainability, which they were ecstatic to bring to consumers in North America.



For more information: www.sedapackaging.com

http://twitter.com/Seda_NA

<http://facebook.com/sedanorthamerica>

About FSSC 2000 & GFSI

The Food Safety System Certification standard, formally known as FSSC 22000: 2010 (ISO 22000: 2005 and PAS 220: 2008), is the latest and most complete safety certification scheme for food manufacturers. It was developed by the nonprofit Foundation for Food Safety Certification, based in the Netherlands, and is based on the integration of the ISO 22000:2005 (ISO 9001 and HACCP) Food Safety Management Systems standard, used worldwide, and Publicly Available Specification (PAS) 220, issued by the British Standard Institution. It has been recognized by the Global Food Safety Initiative (GFSI), which was established in 2000 by The Consumer Goods Forum to pursue continuous improvement in food safety management systems, cost efficiency in the supply chain and above all, safe food for consumers worldwide. For more information about FSSC 22000, please go to www.fssc22000.com