

For Immediate Release
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Seda North America to Join Wisconsin Delegation at International Food Expo

Wisconsin's presence at the Institute of Food Technologists trade show will highlight the state's strength in the food and beverage sector

Mount Pleasant, WI. June 9th, 2015 – Seda North America will be among the partners of Wisconsin's exhibit on the trade show floor at IFT15, the international food industry expo taking place July 11-14, 2015, in Chicago.

The 75th annual IFT expo is expected to bring together more than 20,000 food science professionals from around the globe to see, touch, taste and experience the industry's largest collection of ingredients, equipment, processing and packaging suppliers under one roof.

Wisconsin's strength in the food and beverage sector will be showcased in an exhibit coordinated by the Wisconsin Economic Development Corporation (WEDC), along with partners including FaB Wisconsin. The exhibit can be found at booth 4956 on the trade show floor.

Partners will also provide support for about three dozen Wisconsin companies exhibiting at the show by facilitating connections with buyers, supply chain members or other service providers that can help the companies grow. The exhibit will illustrate the true breadth and depth of Wisconsin's food and beverage sector, with sections of the booth highlighting the meat industry; dairy industry; ingredients and additives; organic, non-GMO, grass-fed and gluten-free foods; supply chain and food safety services; farm, factory, fork and export; fruit or vegetable processing and co-packing; and research, product and talent development.

"Seda North America is thrilled to debut at the 2015 IFT" says Natasha Galavotti Seda North America Director. "As an Italian owned company, we highly value our Wisconsin plant location and the ability to equally support both local and global food and beverage customers with innovative sustainable packaging."

Seda North America is part of a privately-owned multinational packaging group. We are a global leader in developing effective solutions for a broad range of packaging applications. By combining innovative manufacturing processes with state-of-the-art printing and converting technologies, we create packaging solutions to drive the market and promote and enhance the world's best-known brands. Our new 323,000-square-foot facility centrally located in Mount Pleasant, Wisconsin, features state-of-the-art production capabilities with high-definition flexo printing. Since 1964 to today, Seda has been providing innovative packaging solutions and expertise for the world's most trusted and well-known brands. Today, with 12 manufacturing locations and facilities in over 10 countries, Seda Group is one of the world's largest packaging manufacturers for branded products.

"The vast majority of IFT attendees report that what they see and learn at the expo influences their companies' buying decisions," said Lee Swindall, vice president of business and industry development with WEDC. "The Wisconsin companies that have invested their time and resources to attend the show, either as exhibitors or as featured booth companies, are demonstrating a commitment to growth, which benefits the state's economy as a whole. We are

deeply grateful to the organizations that are partnering with us to support these companies in achieving their objectives at the show.”

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About the Institute of Food Technologists

Since 1939, the Institute of Food Technologists (IFT) has been unlocking the potential of the food science community by creating a dynamic global forum where members from more than 95 countries can share, learn, and grow, transforming scientific knowledge into innovative solutions throughout the food system for the benefit of people around the world. We've helped the members of this community connect both in person, through scientific and technical education venues and forums such as the world's largest annual food expo, and virtually, through our publications and other resources. By serving as an independent voice for food science and a catalyst for change around the world, we educate a variety of audiences—from consumers and the media to the public policy community and government agencies. As a scientific society with vision, IFT is feeding the minds that feed the world. Learn more at www.ift.org.

About the Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing Wisconsin's business climate. WEDC nurtures business growth and job creation by providing resources, technical support and financial assistance to companies, partners and communities in Wisconsin. WEDC has four focus areas: business and industry development, economic and community development, entrepreneurship and innovation and international business development. Together with more than 600 regional and local business development partners, it represents a highly responsive and coordinated network. Visit www.inwisconsin.com or follow WEDC on Twitter @_InWisconsin to learn more.