



For more information contact:

Cliff Albert

VP Sales & Marketing

Seda North America

cliff_albert@sedagroup.org

SCAA SHOW WINNERS ANNOUNCED

April 17, 2013 – Mount Pleasant, WI – Congratulations to Mandy Sel, who took home five free cases of Viaggio™ cups and *Turn & Go*™ re-closable lids at the recent SCAA Show in Boston. Other winners included S&D Coffee, Inc., and Java City, each winners of 25,000 Seda custom cups.

Viaggio™ (“Travel” in Italian), takes consumers a long way from standard cups. With its patented double-wall air chamber, Viaggio™ insulated hot cups deliver hot drinks without the need for exterior support, such as sleeves or double cupping. Viaggio™ radiates warmth, but won’t burn fingers. That’s because its innovative heat barrier technology allows beverages to stay hotter longer, while keeping the exterior surface comfortable to hold. Combined with their tight fitting lids, Viaggio™ hot cups won’t leak, allowing beverages to be poured safely at their optimal temperature.

The new award-winning *Turn & Go*™ re-closable lid addresses what has been a major area of customer concern and potential liability for coffee shop owners and foodservice operators. Customers can now easily and firmly seal their beverage and reopen it, without the risks associated with pressing a traditional lid on a hot beverage and hoping it actually snaps in place.

Coupled with Seda's industry leading 10-color printing capability, custom prints or their Viaggio™ stock design, Seda provides coffee shop and foodservice operators with powerful marketing and promotional brand building tools.

For more information on the complete line of Seda innovative and business building packaging solutions, please go to www.sedapackaging.com or call 262 417-1600.

Seda International Packaging Group is proud to be a part of an industry-wide commitment to renew raw materials so we can continue to provide the products our customers use every day. Seda is accredited COC by the Forest Stewardship Council® (FSC), the Program for the Endorsement of Forest Certification™ (PEFC), and the Sustainable Forestry Initiative® (SFI). The FSC certification is recognized by the Rainforest Alliance as the world's most comprehensive certification for responsible forest management. The forest products industry that Seda supports plants more than 1.7 million trees every day. As a global conservator of natural resources, Seda will continue to support our forests—and the wildlife they support—for as long as they are in business.

###



Photo 1: L to R, Cliff Albert, VP of Sales and Marketing for Seda, presents the Viaggio™ cup with Turn & Go™ re-closable lid to winner, Mandy Sel.