



For more information contact:
Cliff Albert
VP Sales & Marketing
Seda North America
cliff_albert@sedagroup.org

SEDA WINS SCAA 2013 BEST NEW PACKAGING PRODUCT AWARD

April 17, 2013 – Mount Pleasant, WI – Seda International Packaging Group was honored this week by the Specialty Coffee Association of America (SCAA) by being named “Winner of Best New Product—Packaging—SCAA 2013” for their innovative and recyclable *Double Wall* hot cup and their unique *Turn & Go*™ re-closable lid design.

The *Double Wall* cup is designed with a patented air chamber, for better handling and a level of quality that customers can actually feel. The *Double Wall* line of cups, in 8 to 24 ounce sizes, creates less waste and labor for the operator since a coffee sleeve or “double cupping” is never needed for even the hottest beverages. Customers are more satisfied because their beverage stays hot and flavorful longer with the insulating effect of the double wall construction

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.

Ira Maroofian, Managing Director for Seda North America, said, "The voice of the customer is the real inspiration for these award winning designs. We work really hard to stay in touch with what the coffee shop operators want and what they hear from their customers. What do their customers like, what might be frustrating them, are some of the questions we typically ask. Then our leading design team works from that feedback. It's always rewarding to hear from the operators how our partnership can help build their sales and profits, but it's also a great honor to have that work recognized by an industry organization like the Specialty Coffee Association of America and its members"

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.

###

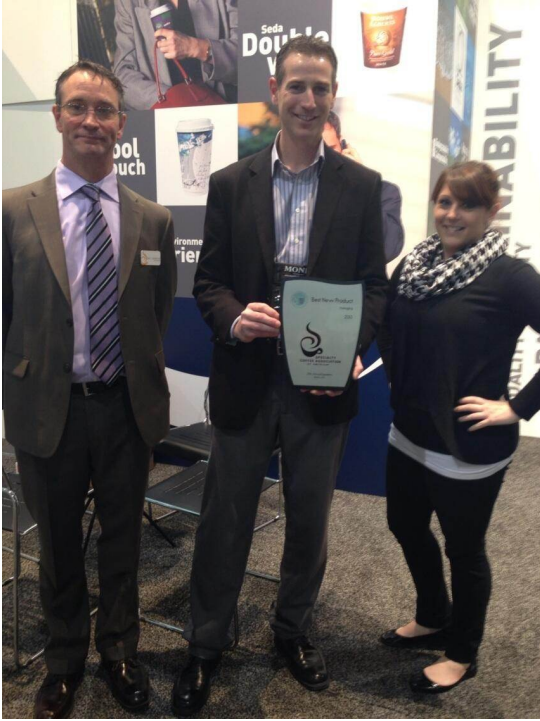


Photo 1: L to R, Paul Thornton, VP SCAA presents the 2013 Best New Product Award for Packaging to Brian Smith, Seda International Packaging Group; Jillian Veenhuis, Seda International Packaging Group



Photo 2: The Specialty Coffee Association of America "Best New Product—Packaging—SCAA 2013"

