



Sustainable Packaging Coalition (SPC) welcomes Seda membership

October 10, 2013 – Mount Pleasant, WI – Seda is very pleased to now be members of the SPC. The SPC brings together businesses, educational institutions, and government agencies to collectively broaden the understanding of packaging sustainability and develop meaningful improvements for packaging solutions. “Our membership with SPC underscores Seda’s committed interest to packaging and reducing its impact on the environment. Engaging with SPC and fellow members will serve to further positively influence our strong legacy in environmentally friendly packaging, says Ira Maroofian Seda North America Managing Director.

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. Seda has built much of success on the platforms of innovation and sustainability and are ecstatic to offer this to consumers in North America.

For more information: www.sedapackaging.com

http://twitter.com/Seda_NA

<http://facebook.com/sedanorthamerica>

About Sustainable Packaging Coalition

The Sustainable Packaging Coalition® (SPC) is an industry working group dedicated to a more robust environmental vision for packaging. Through strong member support, an informed and science-based approach, supply chain collaborations and continuous outreach, we endeavor to build packaging systems that encourage economic prosperity and a sustainable flow of materials.

The SPC is a project of GreenBlue®, a nonprofit that equips business with the science and resources to make products more sustainable.

<http://www.sustainablepackaging.org/>