

Green Bay Packaging Inc.

For Immediate Release
December 20, 2010

Contact: Rachel Bahde
rbahde@gbp.com
920.433.5132

Green Bay Packaging Inc. Receives Green Master Award

Green Bay, Wis. - Green Bay Packaging Inc. was one of the first to be recognized as a Green Masters company at the Wisconsin Sustainable Business Council Annual Conference on Dec. 8, 2010.

GBP scored in the top 20 percent of the points-based program and is the first corrugated box company to be recognized at the conference. The Wisconsin Sustainable Business Council launched the new Green Masters Program as a way to recognize and support Wisconsin businesses and institutions that are committed to sustainability.

“Green Bay Packaging takes pride in sustainability, including the focus on quality and spirited innovations,” said Lisa Bauer Lotto, Director of Environmental and Sustainability Programs at GBP. “Green Bay Packaging is honored to be one of the first selected as a Green Masters company.”

As a pilot company, GBP serves as a leader and an example in sustainability, and has helped the Green Masters Program evolve into a valuable tool for future companies and their sustainability goals.

The conference, held at Miron Construction in Neenah, Wis., is the only conference in Wisconsin designed specifically for direct business-to-business sharing of sustainability practices.

About Green Bay Packaging Inc.

Started in 1933, Green Bay Packaging Inc. is a privately held, vertically integrated corporation consisting of timberlands, recycled and virgin linerboard mills, corrugated container plants, a folding carton plant, specialty converting operations, pressure-sensitive roll label stock and a sawmill facility. Headquartered in Green Bay, Wis., Green Bay Packaging Inc. is dedicated to sustainable development of its products and forestry resources throughout all of its manufacturing facilities in 14 states and Mexico. For more information about Green Bay Packaging Inc., visit www.gbp.com.

About Wisconsin Sustainable Business Council

The WI Sustainable Business Council is a network of Wisconsin businesses and organizations that are actively involved, or interested in, the challenge of sustainability and corporate responsibility. For more information on the Green Masters Program and the Wisconsin Sustainable Business Council, visit www.bus.wisc.edu/sustainability/council/recognitionprograms/.

