

IBS Acquisition Strengthens Minigrip® Store Brand Program

*Company Leadership Speaks to Broader Product Line,
Customization, Marketing Support and Logistical Efficiencies*

For immediate release

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Livingston, NJ, January 8, 2013—Integrated Bagging Systems (IBS) is focused on making Minigrip's highly successful store brand bag program even more appealing to retailers. IBS, a division of diversified plastics manufacturer Inteplast Group, acquired Minigrip from ITW earlier this year.

"Minigrip and IBS are building on each company's unique strengths to offer a compelling and broader store brand bag offering," says IBS President Joe Chen. "As part of the Inteplast family of companies, Minigrip can now offer its store brand customers food zipper bags, trash can liners, plastic film food wrap and other products of the highest quality from one source."

IBS is one of the nation's largest manufacturers of plastic grocery and merchandise bags, trash can liners and institutional food service and janitorial products. Minigrip is a worldwide leader in the manufacture and sale of reclosable plastic zipper bags for packaging, food and medical use.

"We have great respect and admiration for the work and tradition that Minigrip represents," says Inteplast Group President Dr. John D. Young. "Minigrip not only produces outstanding products, they excel at supporting their store brand customers with product positioning, customization and marketing. The innovation and branding expertise that Minigrip is recognized for complements our emphasis on product quality, affordability and continual improvement."

According to IBS President Joe Chen, offering store brand zipper bags for consumers is a natural progression for IBS. Prior to acquiring Minigrip, IBS had secured national store brand accounts for its trash can liners as part of a consumer brand initiative.

In fact, it was IBS' strong market presence in the trash can liner market that prompted the initial discussions between IBS and Minigrip executives. "We wanted to competitively broaden our store brand product line beyond food bags to meet the requirements of key accounts," says Minigrip

General Manager Garth Biekle. “We approached IBS because they have an excellent reputation and are a major force in the plastic bag marketplace. We were looking for an exceptional vendor. As talks progressed, the leadership at IBS and Inteplast recognized that Minigrip is a great fit for their company and growth strategy.”

“We are integrating Minigrip’s outstanding consumer brand strengths with our economies of scale and manufacturing efficiencies,” says IBS President Chen. “IBS is putting substantial R&D, manufacturing, logistics, customer service, sales support and marketing resources to work toward this effort. We believe our one stop shopping solution will help retailers be as competitive as possible.”

Today’s retailers view their store brand bags as a critical extension of their market presence—a point of view responsible for the unprecedented growth of store brand market share in recent years. “Our leading customers expect and demand that their products be better than the national brand,” says Bill Sweaney, Director of Consumer Brands at IBS. “They want a zipper bag that can hold steak and marinade and be shaken every which way, or even dropped, and not leak. We do everything possible to accommodate their requirements.”

The results of a recent independent blind study conducted by Falk Research for Minigrip confirm Sweaney’s statement. Minigrip food zipper bags exceeded the leading national brand in fulfilling consumers’ overall expectations, and in no leaks, no tears, no pop-opens and ease of opening.

The drive to exceed customer expectations is reflected in IBS’s products as well. “Our trash can liners and film wrap undergo a tremendous amount of rigorous quality testing,” says Sweaney. “And we are offering a wide range of customization from bag color to drawstring color, bag thickness and strength, to graphics, promotional support and more to help retailers build their brands.”

John Logan, IBS National Sales Manager, Consumer Private Label, looks to the future with positive anticipation. “With the addition of Minigrip, IBS has added a group of plastics professionals who have successfully built a store brand presence at Wal-Mart, Target, HEB, Meijer and ALDI,” says Logan. “Our potential is great and we look forward to fully developing this growth opportunity.”

Garth Biekle concurs, “Our transition to the Inteplast family of businesses was handled by their team in a warm, communicative and respectful manner that helped our employees in both

our consumer and commercial business units feel appreciated and confident about the future. Broadening our line affordably and with quality was a business necessity. Approaching IBS turned out to be fortuitous for all parties.”

The Inteplast Group acquisition included Minigrip Consumer Products Group, Minigrip Commercial Products Group (Bagco), Fantapak and Minigrip Thailand. The facilities in Seguin, Texas; Kennesaw, Georgia; and Livonia, Michigan are continuing in full operations and have joined Inteplast’s facilities in serving the North American market.

Founded in 1991, Inteplast Group is one of the largest manufacturers of integrated plastics in North America, offering a wide variety of quality products. Headquartered in Livingston, New Jersey, Inteplast Group maintains three divisions—AmTopp, Integrated Bagging Systems (IBS) and World-Pak—covering a full range of customer needs. The company provides biaxially oriented polypropylene (BOPP) and stretch-wrap films; plastic concentrates and compounds; grocery, merchandise, and garment bags; trash can liners and institutional products; fluted and corrugated-plastic sheets; XF cross-laminated films; and the TUF board® line of synthetic wood products. Visit www.inteplast.com for more information.

Minigrip, LLC, a member of Inteplast Group, is a worldwide leader in the manufacture and sale of reclosable (zipper) bags. Minigrip introduced the first integral zipper bag in the US industrial packaging market in 1959 and marketed it with a distinct red line on the lip of each bag. Minigrip’s trademarked “Color Line” is synonymous with zipper bags of the highest quality. Today’s Minigrip reclosable food storage bags sport a quality-inspired blue and green zipper and offer high-performance features equal to or better than any premium brand on the market.

The company is comprised of two distinct business units. Minigrip Consumer Products manufactures and sells private label food storage bags for the retail sector. Visit www.minigripbrands.com for more information. Minigrip Commercial Products manufactures a wide variety of bags for the medical, industrial packaging and institutional food service markets. Its well recognized brands include Red Line™ (commercial packaging), Lab Guard® (medical), and TearZone® (medical). Visit www.minigrip.com for more information.

Photos and Captions:



Minigrip® Consumer has helped many of the nation's leading retailers build successful store brand food storage bag programs. As an Inteplast Group company, Minigrip will now offer high quality, customizable trash liner bags from IBS as well.



Minigrip® Consumer offers its store brand customers experienced, proven marketing expertise ranging from product development to graphics, seasonal promotions, store displays and more.



Minigrip® Consumer food storage bags feature Minigrip's trademarked and highly recognized "Color Line" which is synonymous with zipper bags of the highest quality. A recent independent blind study conducted by Falk Research for Minigrip revealed that its food zipper bags exceeded the leading national brand in fulfilling consumers' overall expectations, and in no leaks, no tears, no pop opens and ease of opening.