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Staff/Administrative Division

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CONTAINER GRAPHICS ANNOUNCES PRODUCT NAME CHANGE

CARY, NC (February, 2011) – One year ago Container Graphics Corp. introduced its MicroTrim™ System. The patent pending system allows the corrugated converter to run with minimal paper trim, on the lead edge, sides and trail edge of the die-cut sheet on rotary die-cutters. However, converters using MicroTrim™ have realized significant, additional benefits. The system better manages trim scrap, eliminates problems associated with scrap in the product load and allows increased die-cutter run speeds. Because of the significance of these additional benefits, Container Graphics is announcing a change in the name of the product to MicroTrim Plus™.

Jim Smithwick, V.P. of Manufacturing and Engineering, stated in a recent interview with Corrugated Today, “We don’t want converters to think that saving paper is the only benefit. Our initial goal was to help converters run smaller trim sizes but we soon discovered other substantial benefits like faster run speeds and reduced scrap in the load. In recognition of these additional benefits, going forward we will be calling the product MicroTrim Plus™.

For more information, contact Jim Smithwick, Vice President of Manufacturing and Engineering at (919) 481-4200.

Container Graphics Corporation is one of the world’s largest manufacturers of printing plates and cutting dies for corrugated packaging production. The company maintains its corporate headquarters in Cary, NC (USA), and operates 17 facilities worldwide.

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