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TO THE EDITOR

FOR IMMEDIATE RELEASE

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“SUSTAINABILITY” INITIATIVE DRIVES MARKET-LEADING BRAND IN THE SWITCH FROM PVC TO PLA TAMPER-EVIDENT BANDING

Gilbreth EarthFirst® PLA Tamper-Evident banding keeps Quaker Oats on target with its switch to environmentally-friendly materials

Croydon, PA: Quaker Oats, the leading marketer of whole grain cereal products, is reaffirming its wholesome brand position with a commitment to reduce its environmental footprint by switching from PVC to Gilbreth EarthFirst® PLA (corn-based polylactic acid) material that Gilbreth Packaging will provide for tamper evident banding of the entire product line.

Quaker Oats oatmeal, grits and cornmeal products, packaged in the familiar, category-defining round paperboard canisters have switched over to the **renewable, compostable**, corn-based PLA material to support the Quaker Oats brand commitment to well-being and natural products.

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“SUSTAINABILITY” INITIATIVE PROMPTS TAMPER-EVIDENT BAND SWITCH FROM PVC TO PLA

Gilbreth Packaging

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Quaker Oats, as a leader in whole grain cereal sales, sets a market standard for a brand pledge to wholesomeness that is manifested throughout the company and its products and communicated with its commitment to “sustainable” PLA tamper evident banding.

Gilbreth Packaging offers Polylactic Acid (PLA) film as a renewable and economically stable plant-based material to replace traditional petroleum-based neck bands and shrink labels.

Gilbreth, a pioneer in shrink film printing for over 40 years, offers a broad range of PLA shrink labels; full body sleeves, tamper-evident neck bands and specialty anti-counterfeit sleeve labels.

For more information, please contact Mr. Jim Insel; Gilbreth; 3001 State Road; Croydon, PA 19021; (800) 630-2413; www.gilbrethusa.com.

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® EarthFirst is a registered trademark of Plastic Suppliers Inc.

® EarthFirst PLA film is made with Ingeo.™

* Quaker Oats® is a Division of Pepsico.

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Photo Caption:

Quaker Oats, a category leading brand of natural cereals, is working with Gilbreth to replace PVC tamper-evident product banding with environmentally-friendly **compostable** corn-based PLA material on all of its highly recognizable round paperboard canister packaging.

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