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Contact: Karen Brandt, VP Marketing
(250) 597-3087

TRALIN PACKAGING SHOWS ENVIRONMENTAL LEADERSHIP WITH SFI FIBER SOURCING CERTIFICATION

WASHINGTON – As part of a commitment to corporate social responsibility, Tralin Packaging Company Ltd. of Beijing, one of the world’s leading suppliers of aseptic liquid packaging, announced today it has achieved certification to the Sustainable Forestry Initiative® (SFI®) fiber sourcing standard.

“At Tralin Pak, we have a strong commitment to the social and environmental well-being of the communities in which we serve, and so do our customers,” said Managing Director Jeff Bi. “SFI fiber sourcing certification plays a critical role in our environmental policy, and empowers our customers to make an educated environmental choice about the packaging products they buy.”

With more than 160 million acres (65 million hectares) certified across North America, the SFI forestry certification program is one of the largest in the world, with a standard based on principles and measures that promote responsible environmental behavior and sound forest management. Fiber sourcing certification means a company has verified that at least 66 percent of its supply comes from an operation that meets SFI fiber sourcing requirements.

The SFI program stands apart from other certification programs by addressing the fact that 90 percent of the world’s forests are not certified to a credible standard. Through the SFI Standard, program participants are required to track the uncertified content and promote responsible forestry by encouraging landowners to reforest areas that have been harvested, to use best management practices for protecting water quality and to identify and protect important habitat elements for wildlife, including imperiled and critically imperiled species and communities.

Tralin Pak, one of the first companies in China to achieve SFI fiber sourcing certification, joins a growing community of companies, landowners, and social and environmental organizations all committed to improving forest practices on a global scale. The company’s packaging material is produced at Gao Tang in China’s Shandong province.

“Demand for products from responsibly managed forests is increasing worldwide, and with today’s announcement Tralin Pak joins a growing number of companies that are demonstrating their environmental commitment through certification to the SFI program,” said SFI Inc. President and CEO Kathy Abusow.

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“Tralin Pak is responding to an increasing demand from our customers in Mengniu for products that meet their high environmental standards,” said Bi. “Third-party certification by a qualified and objective company such as KPMG delivers assurance of independence and credibility.”

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About SFI Inc.

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program (www.sfiprogram.org), that is internationally recognized and among the largest in the world. It is one of the fastest-growing forest certification programs with over 160 million acres (65 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber sourcing requirements that promote responsible forest management on all suppliers’ lands and a chain-of-custody certification, which is used to tell buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification schemes, a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.

For more information about the SFI program, visit www.sfiprogram.org

About Tralin Packaging Company Ltd.

Tralin Packaging Company Ltd., also known as Tralin Pak, is the world’s third-largest supplier of aseptic paper-based packaging products used for dairy and other beverages. It supplies close to three billion cartons annually to customers in China, Europe, Russia and Latin America. A private company based in Beijing, Tralin Pak employs more than 400 people in five locations across China, and also has a European office in Switzerland. Tralin Pak recently began to build a mega-factory in Helingeer, Inner Mongolia, strategically located in the heart of China’s largest dairy belt and close to two leading dairy companies. When completed, the plant will have an annual production capacity of eight billion packages.

For more information about Tralin Pak, visit www.tralinpak.com