



## Sustainability = Doing more with less

HOUSTON, TEXAS (March 28, 2009) – While you may think that a company that produces plastic films would be threatened by the move toward sustainability and “green” packaging, Houston based Valeron Strength Films is embracing sustainability. Valeron offers a “**doing more with less**” approach to packaging, which can eliminate 25% - 75% of the plastic from many types of consumer packaging.

Valeron film is a unique product made of very thin plies of oriented polyethylene that are spiral cut and cross laminated to provide a high strength film that “does more with less.” No other synthetic has the strength, durability, puncture resistance and initiated tear resistance of Valeron.

“We’ve found a unique fit in compliance packaging, shipping sacks and retail packaging as customers attempt to minimize the amount of material that goes into a package without compromising performance” said Clint Beutelschies, VP of Sales & Marketing. One example of going green with Valeron is a retail package called BlisterGuard, by Colbert Packaging. This package replaces PET and PVC clam shells which are made of 100% plastic and have proven to be frustrating and even hazardous for consumers to open.

BlisterGuard packaging can be found in retail applications for products like razors, batteries, memory cards, pharmaceuticals and a variety of other products. The paper-based BlisterGuard package is highly printable giving a manufacturer better shelf presentation of its product. It replaces the plastic clamshell with a heat-sealable tear-resistant bleached paperboard laminated with a multi-layer high-strength film from Valéron Strength Films that makes it virtually tear-proof. Introduced in 2005, the advanced security package was recipient of the 2005 Innovation Award from the Paperboard Packaging Council.

There’s a lot of hype around environmentally friendly and sustainable products, but the truth is that what we’ve seen to date are exceptionally expensive and a vast majority of these products do not deliver performance requirements that are desired by the market. The industry is in the process of discovering that by substituting thinner, higher performance type packaging material it is more efficient and helps retailers meet their source reduction and performance goals quicker, said Steve Speyer, National Sales Manager for Packaging Products at Valeron.

Valeron has built a business around the concept of higher strength products doing more with less. These products are made in Houston, Texas and Essen, Belgium for customers around the world.

About **Valéron Strength Films**

Valéron Strength Films is a world leader in the production of unique cross-laminated strength and specialty films under ISO 9001:2000 registration at its Houston, Texas and Essen, Belgium facilities. Valéron® Strength Film can be found in Child Resistant Packaging, Shipping Sacks, Tags and Labels, Outdoor Banners, Construction Products and Industrial Packaging. Valéron Strength Films is a Division of Illinois Tool Works Inc. (NYSE: ITW), a *Fortune 200* company based in Glenview, Illinois with net sales of \$17 billion USD and more than 50,000 employees worldwide. For more information, visit [www.valeron.com](http://www.valeron.com) or contact us at 1-800-VALERON.

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