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**INDUSTRY LEADING FLEXIBLE INTERMEDIATE BULK CONTAINER BRANDS JOIN INTERNATIONAL PLASTICS COMPANY**

**Marino Technologies, Rafypak, Atlas Bag and Walpole Bag Now Under Berry Plastics - Tapes and Coatings Division**

*FIBC brands, Marino Technologies, Rafypak, Atlas Bag and Walpole Bag, are now part of Berry Plastics Tapes & Coatings Division. The company's FIBC product tags will now include the Berry Plastics Tapes & Coatings Division logo. Previously these brands were part of Covalence Coated Products.*

**/24-7PressRelease/** - FRANKLIN, MA, June 16, 2008 - Four industry leading and globally established **FIBC brands, Marino Technologies, Rafypak, Atlas Bag and Walpole Bag** are now part of the **Berry Plastics - Tapes and Coatings Division**. Each of these brand logos now appears along with the Berry Plastics Tapes and Coatings Division logo on all FIBC product tags. Previously these brands were part of Covalence Coated Products, a division of Covalence Specialty Materials Holdings.

Known for innovative design, unparalleled quality and specialty bags, each of these global brands will further benefit from the state-of-the-art UN test lab, expanded R&D resources, seasoned management, and instrumental operational efficiencies that are present in the Berry Plastics - Tapes and Coatings Division.

"Innovation and specialty FIBCs have been principal drivers for the FIBC brands within the division," states Mr. Ernie Giordano, FIBC Sales and Marketing Leader for Berry Plastics - Tapes and Coatings Division. "I am very pleased with the benefits of the added scale and financial resources that the new division affords the FIBC products and in turn to our customer base." he added.

Efficiency is a key component of the merger and already present in the actions of the new division. "One of the early benefits has been the consolidation of our two independent production facilities in Mexico into a single streamlined, vertically integrated plant in Atlacomulco, Mexico. The combined operation now efficiently produces quality fabric, webbing, and bags and is supported with an excellent customer service center." says Giordano.

Meeting customer needs will be a brand distinction of the Berry Plastics - Tapes and Coatings products. "Production agility in response to market demands is a luxury that is now part of the daily operations. I am confident that our customers will appreciate the flexibility, speed and quality that we deliver." states Mr. Giordano.

Ernie Giordano can be reached at [erniegiordano@berryplastics.com](mailto:erniegiordano@berryplastics.com) or by calling 508.918.1684.

**About Berry Plastics**

Berry Plastics is a leading manufacturer and marketer of plastic packaging products, polyethylene-based plastic films, industrial tapes, medical specialties, packaging, heat-shrinkable coatings and specialty laminates. Berry Plastics provides a wide range of open top and closed top packaging as well as comprehensive packaging solutions to over 12,000 customers, ranging from large multinational corporations to small local businesses. It is also the number one producer domestically of trash bags, duct tape and niche laminated and coated products. Among its leading brands are Ruffies and Rhino-X trash bags; Film-Gard plastic sheeting; Nashua tapes; Covalence Raychem heat-shrinkable coatings (Raychem is a trademark of Tyco Electronics Corporation and Nashua is a trademark of Nashua Corporation; each are used under license by Covalence); Polyken pipeline coatings; Thermo-ply and Energy-Brace wall sheathing; as well as R-Wrap and Barricade house wraps. The Company is based in Evansville, Indiana and with the merger of Covalence, has more than 50 manufacturing facilities worldwide and more than 13,000 employees.