



March 2008

For Immediate Release

Release #08-103

Please contact Cathy Kurzbacher at 203.926.3721 with any questions regarding this release.

Better Packages Featured in New Yorker Cartoon by Aline and R. Crumb

Shelton, CT, March 2008 Aline Kominsky Crumb and Robert Crumb, well-known cartoonists, recently visited Better Packages, manufacturer of the world's best-selling manual paper tape dispenser, the Better Pack 333 Plus, and the widest range of tape dispensers and case sealers for water-activated tape. Robert Crumb, who has been referred to as the "father" of underground comics, is the creator of many recognizable comics, including *Zap Comix* and *Keep on Truckin'* and characters such as *Fritz the Cat*. Aline and Robert's visit and factory tour resulted in a three-page cartoon, published in a recent issue of *The New Yorker*. Log on to the Better Packages website and go to the press release section to see the complete cartoon.

Many of the Crumbs' comics focus on events in their own lives and their disillusionment with American culture, featuring themselves as the main characters. "Our Beloved Tape Dispenser" opens with Robert admiring a recent gift from Aline, a Better Pack 333 Plus manual dispenser for water-activated tape. In fact, Robert refers to the dispenser as "by far the best gift you've ever given me!" Their real-life curiosity to know where and how their new rugged, easy-to-use dispenser was made brought them from their hometown near Paris to the Better Packages manufacturing facility in Shelton, CT. Go to the Press Release page on the Better Packages website to view the full cartoon and read more about their visit.

Visit www.BetterPackages.com to see Aline and Robert Crumb in "Our Beloved Tape Dispenser" and to learn more about the reliable products that have made Better Packages one of the most respected names among the global packaging community.

About Better Packages

Better Packages was founded in 1917 and has been headquartered in Shelton, Connecticut, since 1924. Better Packages is the world's leading manufacturer of water-activated tape dispensers used for carton sealing. Its products, including tape dispensers, case sealers, water-activated tape and many accessories, are sold and serviced in the United States, Canada and Mexico and in 20 countries worldwide by a network of authorized distribution partners. The company's systems are used whenever security, strength, efficiency, productivity, sustainability and a professional image are absolute musts. For more information, please visit www.BetterPackages.com.

Better Packages and the Better Packages logo are registered trademarks of Better Packages, Inc.

###



© 2008 Better Packages, Inc. All rights reserved.

255 Canal Street • Shelton, CT 06484
Phone: 800 237-9151 • Fax: 203 925-3705
Email: info@betterpack.com
Web Site: www.betterpackages.com