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

World's Leading Manufacturer of Water-Activated Tape Dispensers Will Speak About Package Security at Parcel Forum, October 30, in Chicago

Shelton, CT, September 2007 Better Packages—the world's leading manufacturer of water-activated tape dispensers and carton sealers—will present “How To Improve Package Security and Strength” at Parcel Forum on Tuesday, October 30 in Chicago, Illinois. Philip White, Better Packages President & CEO, is one of three industry experts who will participate in a panel presentation entitled “Beyond the Box: Packaging's Influence on Decision Making.”

Better Packages' mission is to be recognized as a trusted leader and educator within the global packaging community by providing carton-sealing solutions that are simple, safe and secure. According to President and CEO Philip White, “Being involved in the packaging industry for 90 years, Better Packages has become attuned to the risks and requirements that businesses face when they send or receive packages.” He adds that increasing package strength and improving package security are initiatives that organizations can achieve by reevaluating the effectiveness of their carton sealing method. White says, “We are passionate about increasing awareness among the global packaging community regarding package strength and security. This is timely and critical information. Better Packages is in a position to provide businesses with the education they need to make informed decisions to improve their carton sealing processes, and ultimately, the strength and security of their packages.”

Better Packages Products

Better Packages has been manufacturing reliable, rugged dispensers for water-activated tape for 90 years. Its products are sold and expertly serviced by a global network of authorized distributors. Better Packages offers a full range of manual and electric dispensers, case sealers and tapes, including the following:

The **Better Pack® 333 Plus Manual Dispenser** is rugged and it is the world's number-one selling manual water-activated tape dispenser. This easy-to-operate dispenser is perfect for light to medium volume packing and is mechanically superior to all other machines in its class. Better Packages' manual dispensers average over 20 years of useful life.

The **Better Pack® 555e Series Electric Dispenser** offers the most options and the highest level of automation available from any WAT dispenser manufacturer. The Better Pack 555 is the only electronic water-activated tape dispenser in the industry to pass current UL requirements for electronic and operational safety. It is UL approved and listed and it is engineered and built to

255 Canal Street • Shelton, CT 06484

Phone: 800 237-9151 • Fax: 203 925-3705

Email: info@betterpack.com

Web Site: www.betterpackages.com



BETTER PACKAGES,[®] Inc.

meet or exceed FCC, CE, CSA, CUL regulatory requirements. The Better Pack 555 with the AMD (Automatic Measuring Device) accessory can save time and money in busy packaging areas by eliminating material waste and significantly improving productivity. The standard age of Better Packages' electric dispenser models in use today is over 16 years.

Environmentally friendly **BetterSeal Secure Tape[™]** is designed to maximize the performance of Better Pack dispensers by providing a complete, secure and sustainable sealing system bearing the trusted Better Packages name. This water-activated tape is available in a wide variety of styles, including **BP E-Z Pull Tab[®] Tape**, which has a pull tab and tear strip. Besides making a package easy to open and tamper evident, the strip protects the package's contents from being damaged because it eliminates the need for box cutters.

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. The company's systems are used whenever security, strength, efficiency, productivity and a professional image are an absolute must. For more information, please visit www.BetterPackages.com.

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