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## FOR IMMEDIATE RELEASE

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### **Fabri-Kal's Alūr™ Containers Now Made With 50% Post-Consumer Recycled Bottles *Containers Give Operators a Choice in Sustainable Packaging***

KALAMAZOO, Mich., May 20, 2011 – Fabri-Kal, a leading provider of disposable foodservice packaging, has announced that its line of Alūr™ crystal-clear containers is now made with 50% post-consumer recycled (PCR) plastic PET bottles. Alūr™ containers provide merchandisers with an eco-friendly option designed to increase product sales. 50% PCR messaging is engraved on the bottom of every Alūr™ container, helping merchandisers tell their customers they care about the environment.

Alūr™ containers are engineered to be crystal-clear, durable and leak-resistant. All containers and lids are custom printable for merchandise branding opportunities. The American-made line consists of six popular sizes ranging from five to thirty-two ounces. One common plug fit lid seals the five most common containers.

Alūr™ round deli containers are made from 50% post-consumer recycled water and soda plastic PET bottles. Alūr™ containers strengthen the sustainability loop by incorporating plastics that have collected in commercial and residential recycling programs. More recycled content means less refuse going into our waste stream and less need to tap virgin raw materials to produce consumer goods. The containers comply entirely with FDA requirements for food contact.

Alūr™ containers are made locally in the United States which further demonstrates the company's pledge to sustainability and strong commitment to community.

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To learn more about Fabri-Kal or Alūr™ containers, please visit: [www.f-k.com](http://www.f-k.com).

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### **About Fabri-Kal**

Fabri-Kal is a leading provider of plastic foodservice and custom thermoformed packaging solutions. As one of the largest thermoformers in North America, Fabri-Kal's customer base includes thousands of foodservice operators and dozens of consumer product manufacturers. Headquartered in Kalamazoo, Mich., and in continuous operation since 1950, Fabri-Kal employs more than 800 people in five manufacturing, printing and warehousing facilities throughout the United States. More information about Fabri-Kal may be found at the company's website, [www.f-k.com](http://www.f-k.com).