

Press Release

Winterborne Announces the Expansion of their “Take to Register” Point-of-Purchase Marketing Programs

Replacing Traditional PVC Packaging Point-of-Sale Material with Eco-Friendly Environmentally Sustainable Packaging

LOS ANGELES, CA – Winterborne Inc., the inventors of the best selling EnviroShell™ eco-friendly packaging solution, are pleased to announce the expansion of their lineup of environmentally sustainable “Take to Register” Point-of-Purchase marketing materials. Aimed specifically at the wholesale club channel, where product is secured in “lock up” facilities but displayed using representative packaging on the sales floor, Winterborne has created a cost efficient replacement to traditional PVC and PET plastic marketing materials.

Custom “Take to Register” programs are now being produced by Winterborne to support special pallet promoted products featuring brands such as iPod, Dell laptop computers, HP laptop computers, and media cards featuring brands such as Toshiba, Olympus, Fuji, Lexar and other smaller cube, high ticket items. Benefits of Winterborne’s “Take to Register” program include:

- *Better durability and shelf life using Winterborne’s exclusive corrugate rigidity process*
- *Stronger presentation, with more “billboard” space for the product using the same footprint*
- *A 100% sustainable, recyclable replacement to traditional PVC and PET plastic*
- *Allows for full traypack pallet presentations without carrying a full pallet of inventory*

“We’re advancing this project in the spirit of the initiatives of the Wal-Mart Scorecard, but the same principles apply to any retailer” *said Howard Mallen, Executive Vice President of Winterborne.* “Our clients asked us to create an environmentally responsible program to replace traditional PVC plastic in ‘take to register empty box’ programs. We use the same process for these marketing materials as we use in the EnviroShell, just without any recycled plastics. The result is a better merchandising vehicle, with better graphics, better durability, hopefully lower cost and 100% recyclable and sustainable material. When you’re finished with the promotion, unlike traditional PVC plastic which ends up in landfills, our Take-to-Register cards can go in your cardboard bailer as they are 100% corrugate and recyclable.”

For a free sample of a “take to register” product, for a sample of the EnviroShell™ or for additional information on any of Winterborne’s other packaging or display solutions, please contact Howard Mallen or Angie An at 866.396.2828.

About Winterborne :

Winterborne is a complete packaging and display solutions provider with 25 years of experience in the consumer products packaging industry. Winterborne is a supplier to several fortune 500 manufacturers and retailers, with award winning point-of-purchase designs and a track record of increasing sales for our customers. Winterborne is the industry leader in corrugate/paperboard design and manufacturing, blister design and display fabrication. Winterborne also is the manufacturer of the EnviroShell™, the eco-friendly cost neutral alternative to blister packs and clam shells. For additional information on the EnviroShell™ or any of Winterborne’s packaging solutions, please visit us online at www.winterborne.com.