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### **RPCC Becomes the Reusable Packaging Association (RPA)**

*Transition Supports Expanded Focus on Reusable Packaging Systems*

**LAS VEGAS, May 5, 2008** - Effective immediately, the Reusable Pallet & Container Coalition (RPCC) will become the Reusable Packaging Association (RPA). This transition is reflective of the organization’s focus on promoting reusable packaging as the *preferred* solution for moving, storing, and handling product throughout the entire supply chain. The RPA is committed to educating the marketplace on the environmental, economic, and social value that reusable packaging adds at every point of the supply chain. The announcement was made at the Food Marketing Institute trade show in Las Vegas.

“The name change is indicative of our focus on the value and expansion of reusable packaging *systems*, rather than specific products, like pallets and containers,” explained Fred Heptinstall, RPA President, and President of IFCO RPC Management Services. “The newly launched Reusable Packaging Association will be even more aggressive in promoting the economic and environmental benefits of reusable packaging systems across supply chains in all industries. We will also continue to drive positive change and provide strong leadership in the growing reusable packaging industry.”

During nearly a decade of existence, the association has grown significantly to include collaboration among all supply chain partners, including distributors, retailers, educators, policymakers, and others with a commitment to the value and message of re-use. The association commissions research projects, conducts studies, publishes guidelines, and hosts industry events to educate the marketplace about the benefits of reusable packaging.

Moving forward, the RPA will leverage its collective voice of industry leading knowledge to advance the adoption of reusable packaging by clearly demonstrating supply chain efficiencies, environmental benefits, ergonomic improvements, and cost advantages to end users in all industries.

The name change and sharpened competitive focus is the result of an in-depth, strategic planning effort conducted by the RPA with the support of a strategic planning consultant.

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## **RPCC Becomes the Reusable Packaging Association (RPA)/Page 2**

The planning included broad-based member participation, research, and trend analysis and was modeled after for-profit organizations. The planning team identified three core strengths that form the pillars of RPA's new focus and differentiation:

- Value of reusable packaging – the RPA will leverage the economic, environmental, and social impact of reusables to foster market penetration.
- Recognized expertise and accessible body of knowledge – the RPA will continue to provide industry knowledge to promote reusable packaging solutions.
- Collective voice – the RPA represents the interests of members from the entire reusable supply chain as well as end-users.

In addition, in-depth research conducted by the RPA found that the market for reusable packaging systems is in its infancy and has very strong future growth potential. Key findings include:

- Environmental trends make reusable packaging an attractive solution to move and handle products throughout the supply chain, with minimal impact on the environment.
- Global population will continue to exert pressure on companies to decrease the use of limited, disposable resources.
- The emerging workforce will demand to work for companies with social responsibility policies and practices.
- RFID and tracking will be more prevalent, increasing the adoption of reusables and providing better asset control.

“This is a robust industry with enormous growth potential. The power of the re-use message and the scope of committed supply chain partners make the RPA uniquely positioned to be the ultimate source for leadership, resources, and solutions for the expansion of reusable packaging systems,” said Jeanie Johnson, executive director, RPA.

### **About the RPA**

In May 2008, the Reusable Pallet & Container Coalition (RPCC) officially became the Reusable Packaging Association (RPA). Since 1999, the RPCC has been a collaboration between manufacturers, poolers, distributors, retailers and educators to promote the environmental, safety, and economic benefits of reusable packaging. Moving forward, the RPA will leverage its collective voice of industry leading knowledge to advance the adoption of reusable packaging by clearly demonstrating supply chain efficiencies, environmental benefits, ergonomic improvements, and cost advantages to end users in all industries.

To strengthen and advocate this message of re-use, the RPCC is transitioning to the Reusable Packaging Association (RPA), with a singular and powerful focus on promoting the value and expansion of reusable packaging as the preferred solution across supply chains in all industries. For more information, visit <http://www.choosereusables.org> or call 202-625-4899.

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