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**FOR IMMEDIATE RELEASE:**

## **RECLOSEABLE PLASTIC BAG LEADERS MERGE IN 2008**

*Customer focus is at the heart of Minigrip consolidation effort.*

**Seguin, TX – December 31, 2007** – On January 1, 2008, following a year of study that focused on customer needs, market offerings and resource allocation, Minigrip Industrial Packaging will consolidate the BagCo organization into the Minigrip brand family. Minigrip, an ITW company, purchased the Georgia-based company in 2006 and went to work understanding how best to optimize BagCo's diverse product line and long term customer relationships. They also bring with them the patented TearZone® specimen handling bag which will complement Minigrip's current medical line. "ITW has a rich history in purchasing companies that compete with the same products, with different brands, that are in the same markets," said John Stevens, Minigrip Vice President. "Our long-term goal is to become more customer-centric, utilizing the same people and manufacturing resources that have made both companies successful."

This customer focus is at the heart of the Minigrip/BagCo consolidation effort, which is scheduled to take approximately three months to complete. "We have a long list of loyal distributors and end users, and we will continue to supply them with the high standard of customer service which they have been accustomed to," notes Sharon D'Alessandro, Minigrip Business Unit Manager. This confidence comes from the fact that BagCo has been a licensee of ITW's *Color Line* trademark, a mark of the high level of plastic reclosable technology available from Minigrip. "Both our Seguin, TX, and Kennesaw, GA, facilities will continue to operate as they do today," explained D'Alessandro. By combining the best of both companies, Minigrip will be building on successful sales and marketing efforts that will continue to grow share in Industrial, Institutional Food Service and Medical markets. The consolidation will also allow Minigrip to have distribution centers strategically located on both coasts, which will reduce shipping lead times and keep costs lower.

ITW's 80/20 business approach will be at work during the consolidation. This successful strategy is a hallmark of the Minigrip business. During the consolidation, both the Minigrip and BagCo products lines will be evaluated, to ensure that Minigrip will continue to give its customers the high quality products they need. Premium Red Line and Zippit® White Line, will continue to be the flagship offerings, while the consolidated organization will be able to offer improved sourcing for custom products. To reflect its commitment to being customer-centered, Minigrip will continue to research and develop products and features. For Stevens this is at the heart of the consolidation effort. "We believe our customers' businesses will continue to grow, and our business will grow as we bring new ideas and innovative solutions to unmet needs."

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Minigrip Industrial Packaging, an ITW company, is a brand name manufacturer and supplier of reclosable plastic bags. Minigrip is a worldwide leader in product innovation and packaging solutions for industrial, medical, government, and institutional food service markets. Recognized worldwide by the Color Line

**BagCo™ a Minigrip company.**

Premium Red Line Zippit® Food Service™ Silver-Guard™ SliderGrip™ Static Guard™ UV Guard™ TearZone® Lab Guard®  Custom

*Follow the Color Line to quality.™*

[www.minigrip.com](http://www.minigrip.com)



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Trademark, Minigrip offers its products through a network of authorized distributors, direct sales and online at [minigripdirect.com](http://minigripdirect.com).

For further information on Minigrip, please visit [www.minigrip.com](http://www.minigrip.com) or contact Jenna Villarreal @ (830) 401-5344 or [jennav@minigrip.com](mailto:jennav@minigrip.com)

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