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Rehrig Pacific Logistics Announces Bulk Pooling Services Venture

PLEASANT PRAIRIE, WI – January 9, 2012 – Rehrig Pacific Logistics (RPL), an innovative leader in reusable packaging services and solutions including asset management and exchange, reverse logistics, and recycling and sustainability services, today announced the launch of its newest business venture: Rehrig Bulk Pooling Services (Rehrig BPS).

The new bulk pooling services business will own and manage transport packaging materials for rigid container, bottle and can manufacturers as they travel through the industry supply chain. Rehrig BPS will coordinate the complexities of transporting, tracking and servicing pooled assets to ensure supply chain ease for its customers and will repair and clean packaging to customer specifications and industry standards including HACCP, SQF and ISO 22000 to ensure the highest level of product safety within the food and beverage industries.

The constant availability of pooled products reduces cost, eliminates system downtime due to packaging shortages and reduces storage requirements. The pay-per-use method will allow customers to make capital investments in more strategic opportunities than packaging assets and facilitates their packaging budget as it becomes a managed and planned expense line item.

Rehrig BPS will combine a traditional bulk packaging pooling model with the innovative services from Rehrig Pacific Logistics such as RFID or their Packaging Asset Recovery Tracking System (PARTS). This combination of experience and know-how together with new processes and technological development will make this a uniquely sustainable model.

Roy Hasenfratz will serve as general manager of Rehrig BPS, which will be headquartered in Pleasant Prairie, Wis. Previously, Hasenfratz served as managing director at CPL France SARL. As the COO at Corbi Plastics, he ventured the European pooling model to the US glass and can industries and was awarded by Inc. Magazine for leading one of the fastest growing private companies in 2009. He graduated from Harvard Business School's Program for Leadership Development, earned an Executive MBA from the University of Wisconsin-Madison's School of Business, and a Bachelor of Business Administration degree from St. John's University. In addition, he can speak six languages.

“Our newest business will allow us to expand into new markets and fits perfectly with RPL's current services. Rehrig BPS will offer higher efficiencies, increased quality and reduced costs that will translate into improved profitability for our customers,” said Matt Dannenfeldt, president of Rehrig Pacific Logistics. “In addition, Roy brings a wealth of experience to our company having established these types of pools in Europe and the US.”

For information about RPL's full line of supply chain services and solutions visit www.rehriglogistics.com.

About Rehrig Pacific Logistics

Rehrig Pacific Logistics, a wholly-owned subsidiary of Rehrig Pacific Company, is an innovative leader in supply chain products, services and solutions serving retail, grocery, beverage, waste and agricultural markets. RPL provides a wide array of reverse logistics, recycling and pallet management services from distribution centers as well as operating full-service, off-site facilities strategically located throughout the U.S. The Company is headquartered in Pleasant Prairie, Wis., in the greater Chicago area.