

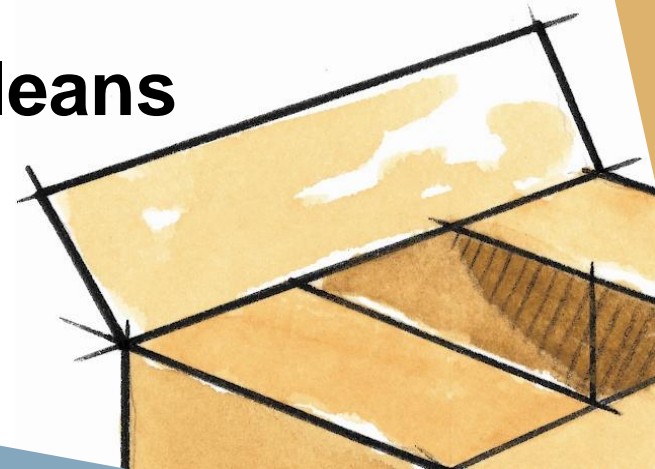


FIBRE BOX ASSOCIATION™

Issue Management: Getting Involved in FBA's Standing Committees

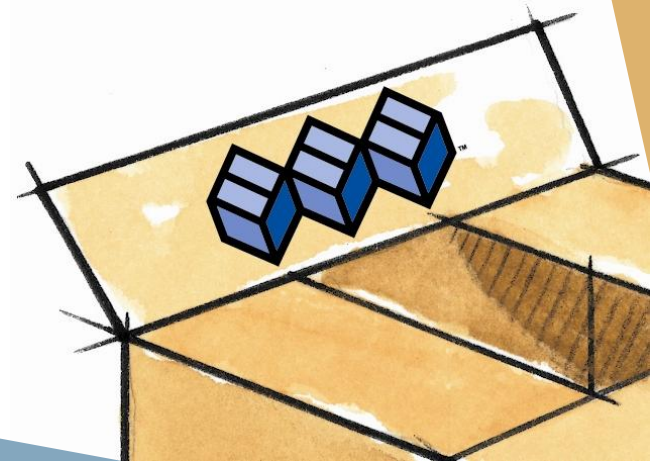
March 2, 2010

Ritz-Carlton, New Orleans



Today's Topics

- What's Issue Management?
- Committee(s) Overview
- Why you should get involved?



FBA Membership Benefits



FBA Statistics: Insight to Action.

FBA compiles the most complete and useful statistical information available anywhere about the corrugated industry. Members continually name these statistics as a principal reason for belonging to FBA – because the more you know about the industry, the better you are able to compete within it. Statistics available to FBA members include:

- **U.S. corrugated industry shipments** according to numerous metrics.
- **Economic data** that provides important insights to the market fluctuations in corrugated production and sales.
- **Labor information** including wages, benefits and policies offered by other companies in the industry.
- **Benchmarking data** on key performance indicators and operating ratios.
- **Productivity and waste statistics** to help you compare your own company's efficiency against others'.
- **Injury and illness statistics** for the industry.

Compare your own company's performance against others in your region, and across the country and world. Use key performance indicators to benchmark your own company's success. Members agree that this kind of information is critical to growing and improving their businesses and meeting ISO compliance requirements.

"I can't afford to make bad decisions. With the data and information I receive from FBA, I have the tools to help me make the best decisions for my company and its operations."

President/Chief Executive Officer, Regional Independent Corrugator and Sheet Plant Group (FBA member since 1953)



FBA Knowledge Network: Together We Win.

FBA participation allows members to interact with other peers from integrated and independent companies to learn from one another about best practices, and to share challenges and ideas. As of 2013, the International Corrugated Packaging Foundation (ICPF), FBA help educate and attract new talent into our industry.

- FBA sponsors popular events where members find a variety of business benefits while getting to know each other in off-site settings.
- **The FBA Annual Meeting** offers speakers and discussions on current business issues, committee meetings and social events.
- **Independent Sheet Plant Operators Workshop** brings together companies from all over the U.S. to participate in roundtable discussions.
- **Independent Corrugator Executive Conference** includes a workshop session, speakers and a tour of an industry facility in a 24-hour format for busy executives.

Since FBA members represent 95 percent of total U.S. corrugated production, networking with them provides you maximum exposure to industry leaders. Active members agree they're more competitive in business because of what they learn from networking with other FBA members.

"I return from FBA meetings outfitted with information on equipment, products and markets to help me with capital decisions and the day-to-day running of my business."

President, Independent Sheet Plant (FBA member since 2003)



FBA Committees: Corrugated United.

Standing Committees

The work of FBA standing committees benefits individual companies by bringing together the knowledge, resources and expertise of numerous companies, large and small. The information shared in these committees establishes industry positions on issues of interest and helps members make better decisions.

Accomplishments and initiatives include:

- **Data Services Committee** – creating FBA's new **automated data warehouse** to generate faster and more accurate output for FBA statistical reports and surveys.
- **Safety and Health Committee** – helping members create a **safer workplace**.
- **Technical Committee** – advised content for the **Fibre Box Handbook**, the ultimate reference for customers, designers, buyers, engineers, marketers and students. Also designed the **Hazardous Materials Packaging Training Program** to help plants meet hazmat training regulations at a low cost.
- **Environmental Committee** – successfully petitioned the FDA to exempt packaging manufacturers from the **Bioterrorism Act**.
- **Independent Membership Committee** – providing independent member companies' perspective on programs and services.

"It doesn't matter how large or small your company is. FBA's committee work has protected industry demand, and that benefits everyone."

President, Independent Corrugator Group (FBA member since 1969)

"The work done by FBA's committees helps me solve my customers' problems. Also, by getting my employees involved in the committees, I am strengthening their knowledge of the industry and helping them do their jobs better."

President, Independent Corrugator Plant (FBA member since 2003)

Ad Hoc Committees

FBA's ad hoc committees have made great strides to help keep the corrugated industry alive in changing times, working on issues that can only be addressed at the industry level.

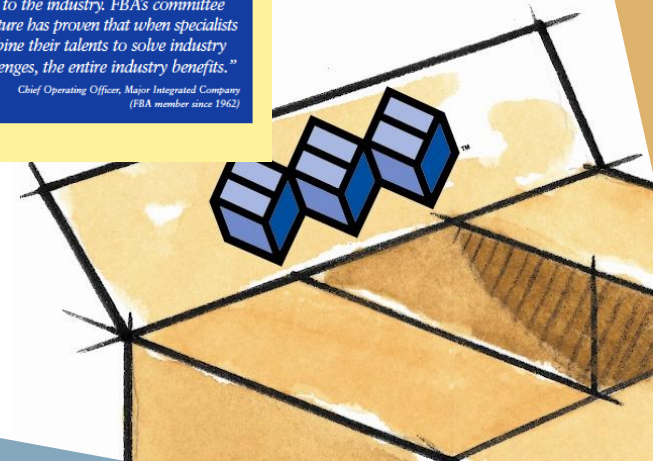
Examples of important developments from FBA ad hoc committees include:

- **RFID** – assisting with tag recyclability and the cost/benefit ratio of RFID in a box plant.
- **Sustainability** – quantifying and communicating corrugated's record for recycling and renewability.
- **Fighting corrugated materials** – saving the industry 8.6 billion square feet of corrugated demand through **Corrugated Packaging Alliance** co-sponsorship.
- **Wax Residue** – helping increase corrugated recycling.
- **Corrugated** – **Common Footprint for Produce Packaging and Case-Ready Sheet Metal Systems** – meeting new market demands for retail packaging to prevent replacement by alternative materials.
- **Political Action** – providing information about legislative and policy issues affecting the corrugated industry.

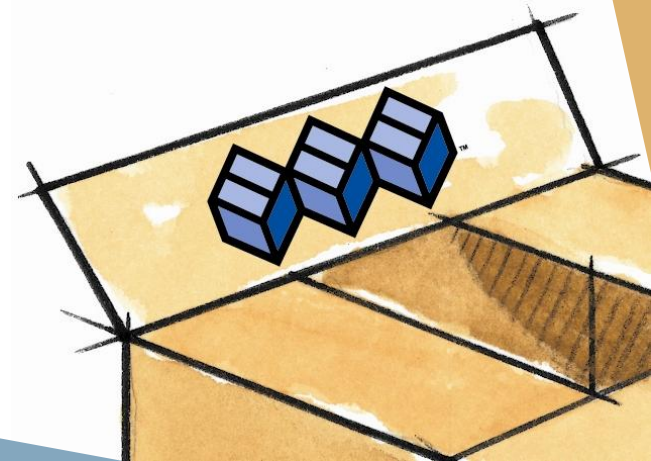
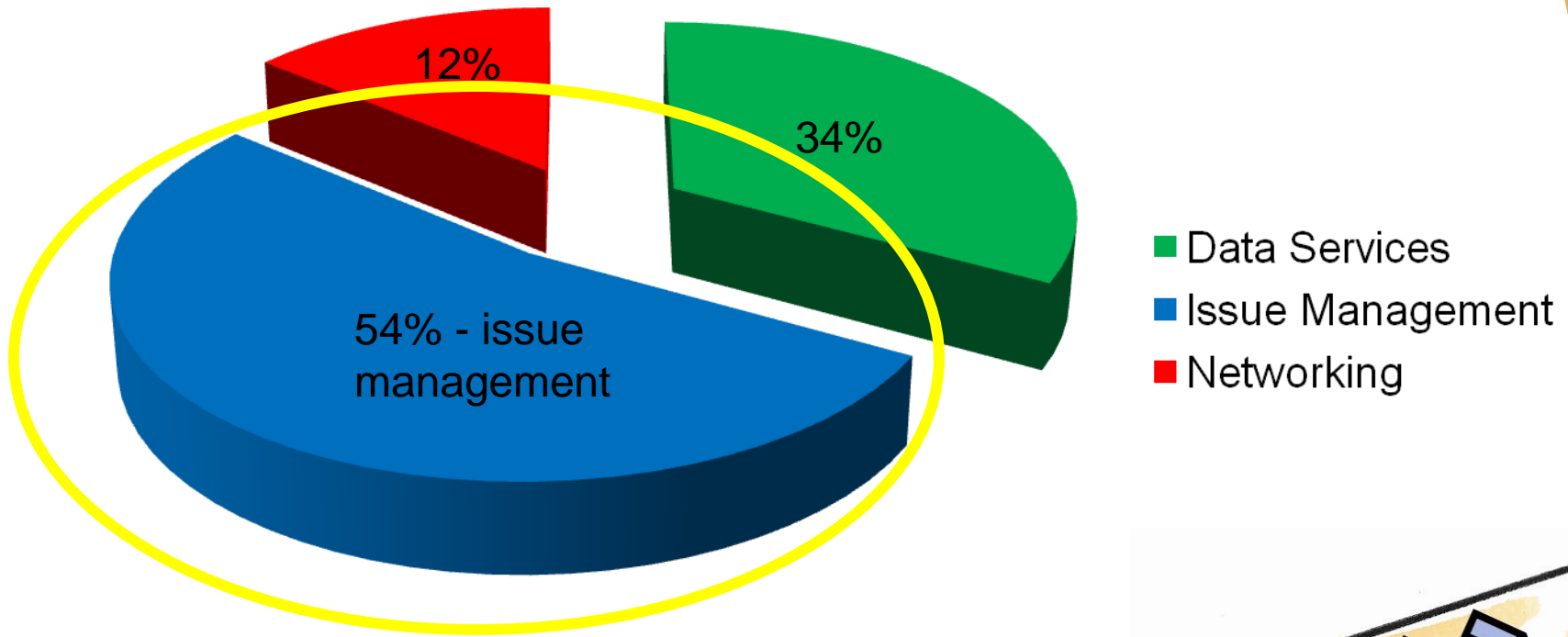
Participating in FBA committees will give you a chance to influence the outcome of our work on major issues facing our industry and your business, today and in the future.

"It's important for our company to give back to the industry. FBA's committee structure has proven that when specialists combine their talents to solve industry challenges, the entire industry benefits."

Chief Operating Officer, Major Integrated Company (FBA member since 1962)

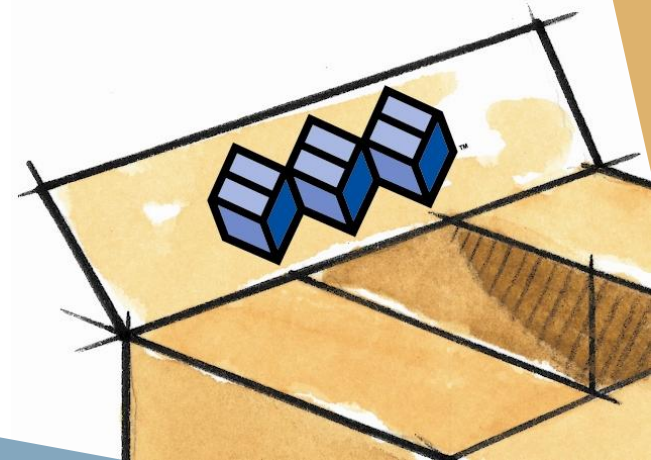


FBA Dues Allocation



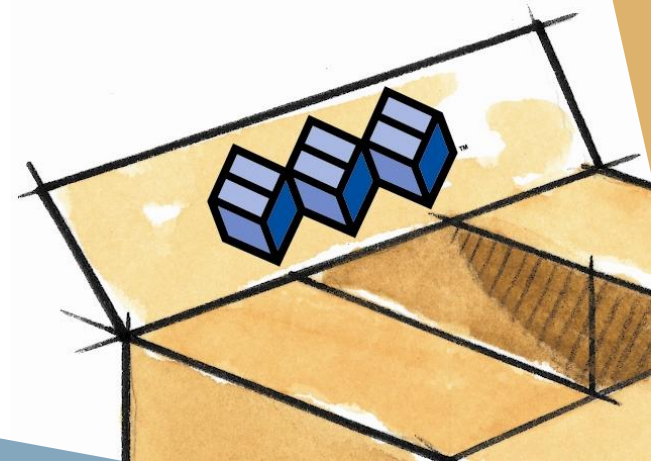
Issue Management

- Identify, understand, prioritize and address key issues that impact our industry
- Key industry issues managed through an organization of standing committees
- Some Committees more active than others
- Additional Ad Hoc Committees



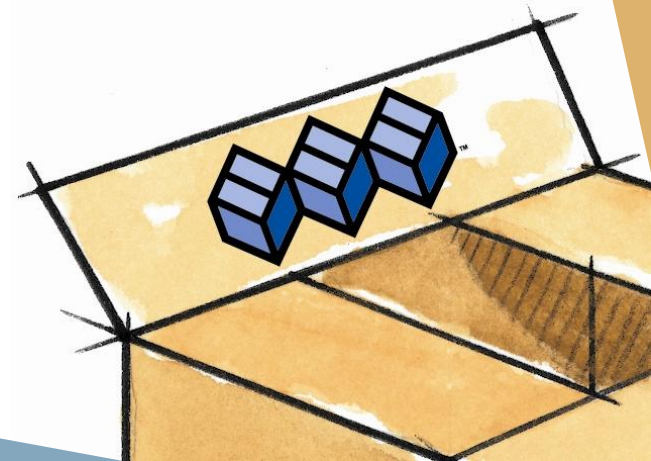
Standing Committees

- Board of Directors
- Audit
- Communications
- Corrugated Packaging Alliance
- Data Services
- Environmental
- Independent
 - Independent Corrugator
 - Independent Sheet Plant
- Legal Advisory
- Nominating
- Safety & Health
- Technical



Ad Hoc Committees

- Modularity Standard Committee
- RFID Task Group
- Sustainability Committee

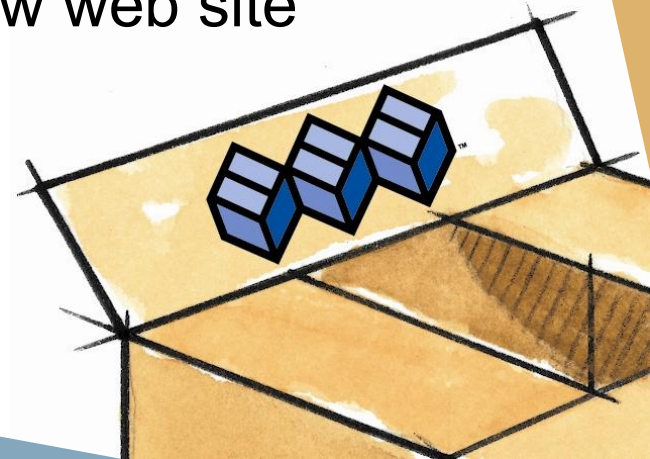


Communications Committee

- Guides association communications including general industry communications, press relations, new collateral materials, and web site.

Recent Activities:

- Reviewed and guided development of sustainability materials: Kid brochure, LCA materials
- Provided feedback to initiate FBA's new web site

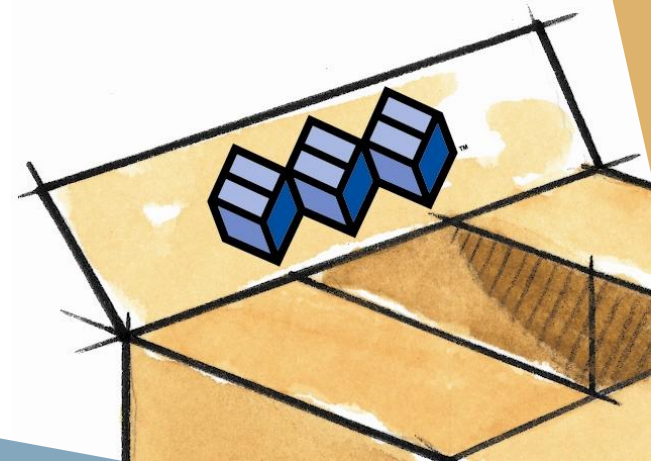


Data Services Committee

- Responsible for driving FBA's cornerstone data services programs.
- The Committee develops and reviews manufacturing, market & economic, business and labor reporting.

Recent Activities:

- Annual review of all reports
- Legal review of reports
- Enhanced labor reporting

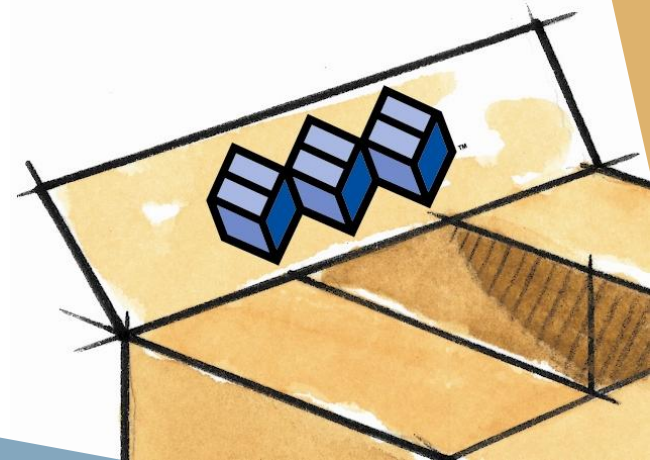


Environmental Committee

- Monitors Environmental issues. Develops strategies and positions In response to corrugated industry concerns.

Recent Activities:

- Pilot Environmental Training Workshop

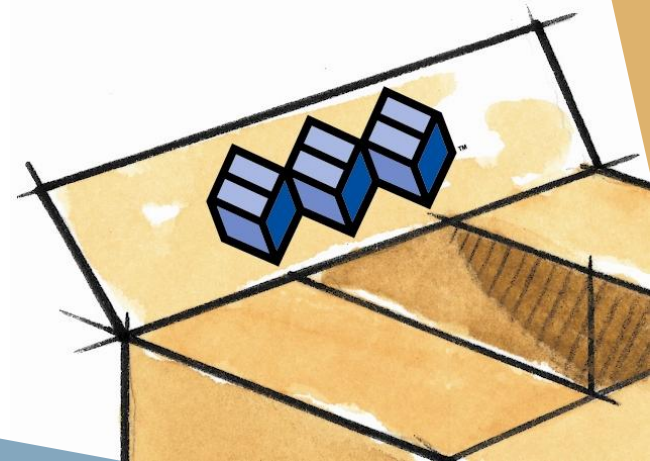


Independent Committee

- Responsible for member recruitment, retention and independent programs.
 - Independent Corrugator Conference
 - Independent Sheet Plant Workshop

Recent Activities:

- Member recruitment process (10 new members 2010/2011)
- Member retention efforts

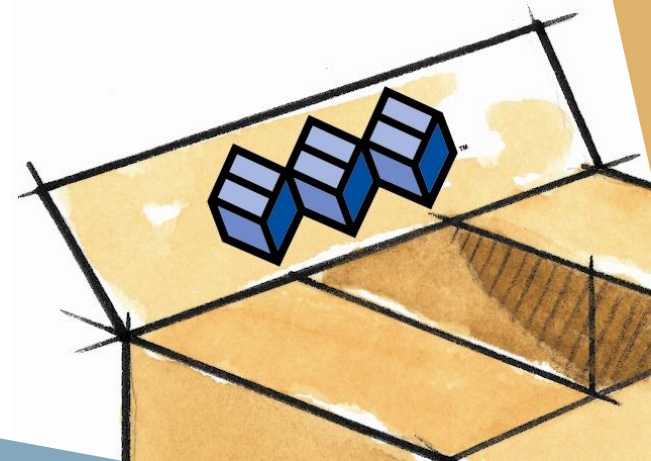


Safety & Health Committee

- Monitors legislative and regulatory safety & health issues pertaining to corrugated products manufacturing.

Recent Activities:

- Combustible Dust Study
- Annual Occupational Injuries and Illness Report
- Annual Safety Awards

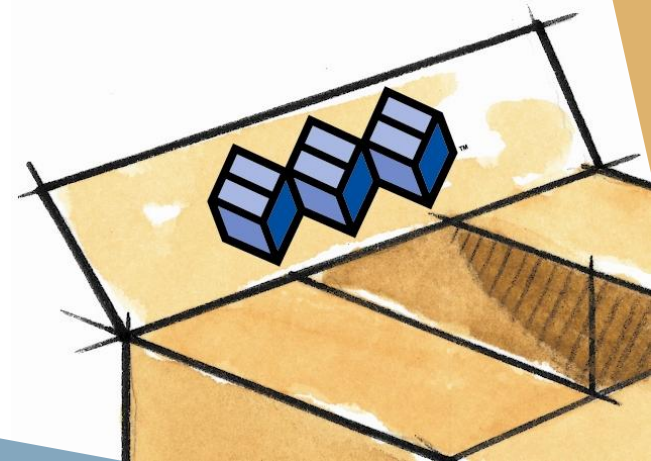


Sustainability Committee

- Responsible for defining and articulating the corrugated industry's sustainability position.

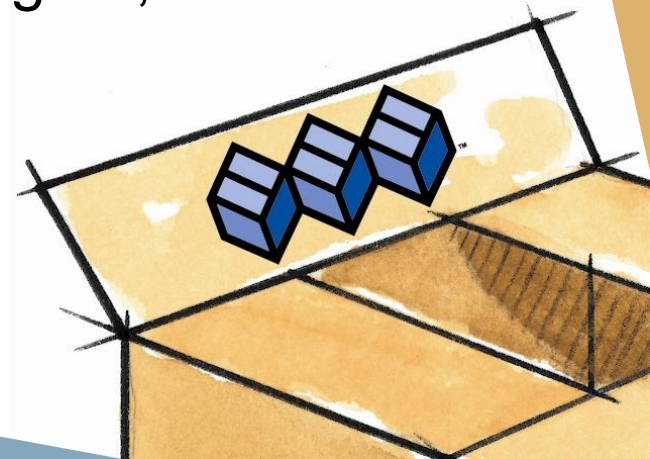
Recent Activities:

- Work team for the development of corrugated industry's life cycle assessment
- Carbon Calculator



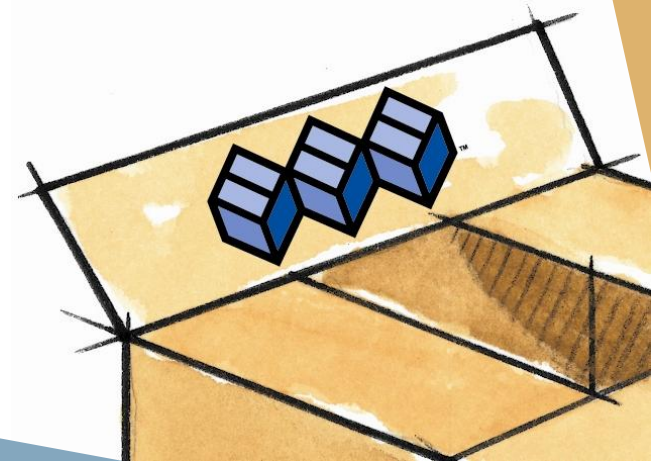
Technical Committee

- Track industry developments; address matters of interest
- Work with DOT/PHMSA, CPC/IOPP, PMMI, ASTM, ISTA, TAPPI, ANSI MH10, NMFTA, AICC, FEFCO, NIPHLE, AIB, GPI, Wal*Mart
- Ideal members include technical managers, lab managers, designers



Technical Committee

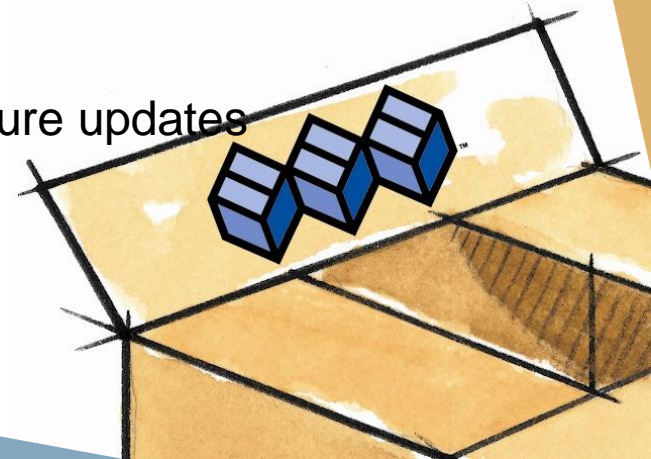
- Created vision and mission
- Active project slate and tracking tools
- 14 active member companies represented with additional 7 alternates and several info. copies
- Wide breadth of technical expertise



Technical Committee

Current Activities:

- Work with PMMI to update four jointly published Voluntary Guidelines that will then become ANSI registered “Technical Reports”
- Work with PHMSA to transition the HazMat Packaging basis weight tolerance from an “Association” authorization to an individual FBA member authorization.
- Participation on ASTM packaging Committees to get language favorable to the corrugated industry in their packaging Standards.
- Provided significant input to the GPI Edition X GCMI Color Guide
- Provided guidance to the NMFTA on their revision of how their “Numbered Package” certification system will work.
- Ongoing FAQ revisions and postings
- Ongoing Handbook, ECT Guide and Best Box brochure updates



Why Get Involved?

- Ongoing focus on issues
- Similar participation value; topics of interest are addressed through engagement in committee activities
- Explore your company's current level of participation
- Contact us to get involved!

