



Better Design. **Better Packaging.**[™]

FOR IMMEDIATE RELEASE

Contact: Laura Stewart, (608) 278-4451

lstewart@placon.com

PLACON CORPORATION CRACKS THE CODE ON SEALING RPET
Revolutionary EcoStar[™] HS 1000 Provides Cost-Effective Alternative
to PVC Packaging While Saving Energy and Increasing Productivity

(MADISON, WI) – (October 15, 2007) – Placon Corporation, a Madison, Wis.-based design and thermoformed packaging company, today announced the introduction of EcoStar[™] HS 1000, a polyethylene terephthalate (or PET)-based eco-friendly recyclable material that can be sealed with existing machinery and tooling.

EcoStar[™] HS 1000 provides numerous advantages to other materials in addition to being a cost-effective alternative to PVC: This material is comparable in cost to PVC, carries the No. 1 resin identification code, offers better clarity and it's heat sealable. Not only is the material sealable, but it seals more efficiently than other materials accommodating all leading sealing technologies and can be sealed to a broad variety of materials.

EcoStar[™] HS 1000's sealing efficiency provides energy savings of eight to ten percent by reducing the duty cycle on RF machines. It is also easier to weld and offers 100 percent fiber tear on blister to card seal while allowing better plastic-to-plastic welding and easy sealing on aqueous-based cards.

"This is an exciting new development for the packaging industry," said Dan Mohs, Executive Vice President for Sales and Marketing. "This is a revolutionary breakthrough as a new eco-friendly packaging alternative that offers not only cost savings, but more efficiency, while requiring no change to existing machinery and tooling.

"EcoStar[™] HS 1000 is a win-win for both companies and the environment. That's what makes it such an important innovation. It provides sustainability while creating greater efficiencies in packaging and production."

"Our green team focuses on form, function and formula to meet our clients' sustainable packaging needs," said Dan Tafaro, National Sales Manager. "That means we are with our clients every step of the way, from design to functionality and production. We're proud of our green team approach because it brings the best and broadest array of solutions for our clients and makes it easy to do business with us."

Placon has been a leader in thermoformed packaging for more than 40 years. The company designs and manufactures plastic thermoforms for packaging used by the food, retail and medical industries. Placon is a member of the Sustainable Packaging Coalition and has been named an "Energy Star" by the Capital Region Business Journal.