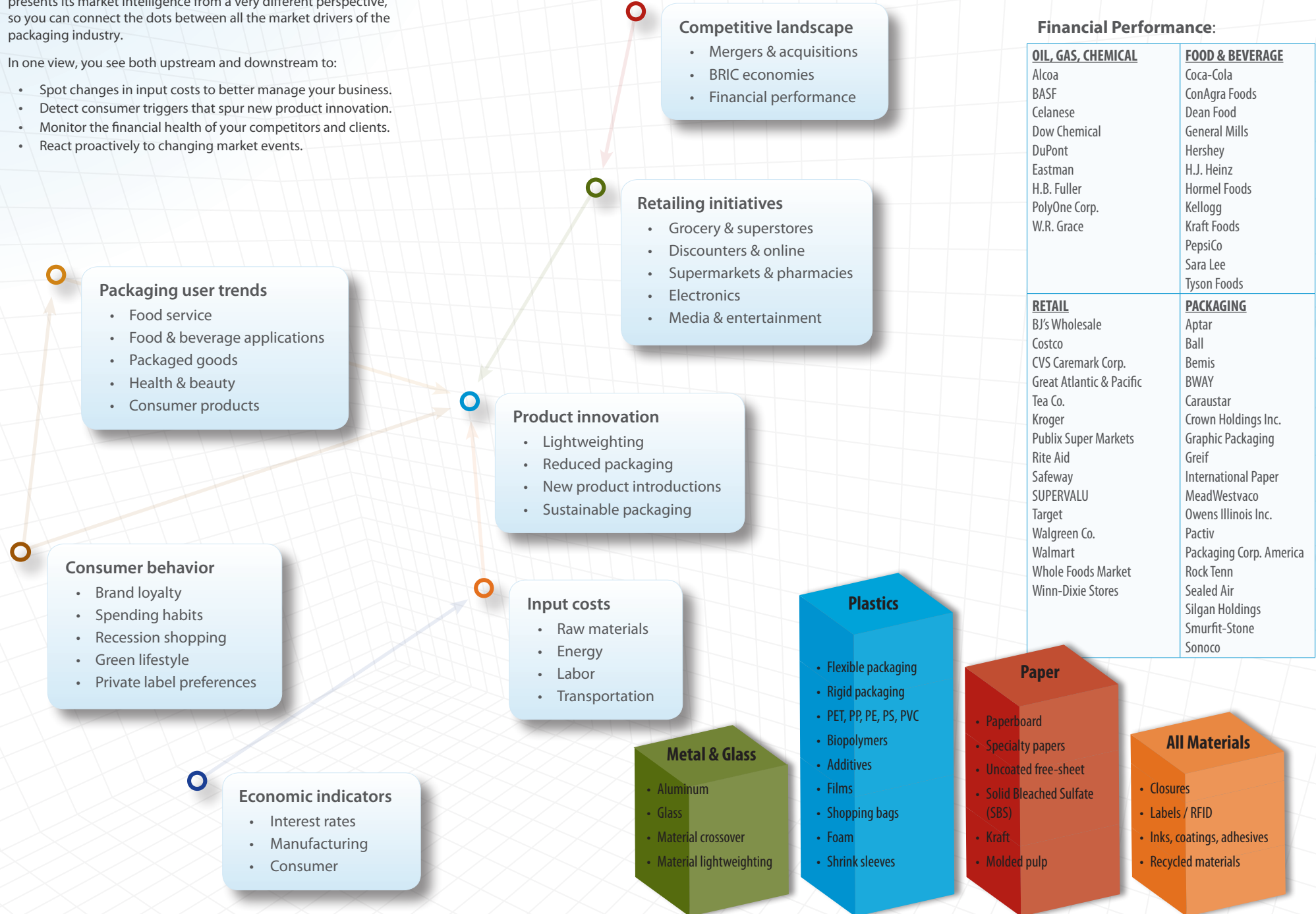


## What's in it for you?

Get a complete view of the entire packaging industry from every angle and for every packaging material. Industry Intelligence Inc. presents its market intelligence from a very different perspective, so you can connect the dots between all the market drivers of the packaging industry.

In one view, you see both upstream and downstream to:

- Spot changes in input costs to better manage your business.
- Detect consumer triggers that spur new product innovation.
- Monitor the financial health of your competitors and clients.
- React proactively to changing market events.



### Packaging user trends

- Food service
- Food & beverage applications
- Packaged goods
- Health & beauty
- Consumer products

### Consumer behavior

- Brand loyalty
- Spending habits
- Recession shopping
- Green lifestyle
- Private label preferences

### Economic indicators

- Interest rates
- Manufacturing
- Consumer

### Product innovation

- Lightweighting
- Reduced packaging
- New product introductions
- Sustainable packaging

### Input costs

- Raw materials
- Energy
- Labor
- Transportation

### Metal & Glass

- Aluminum
- Glass
- Material crossover
- Material lightweighting

### Competitive landscape

- Mergers & acquisitions
- BRIC economies
- Financial performance

### Retailing initiatives

- Grocery & superstores
- Discounters & online
- Supermarkets & pharmacies
- Electronics
- Media & entertainment

### Plastics

- Flexible packaging
- Rigid packaging
- PET, PP, PE, PS, PVC
- Biopolymers
- Additives
- Films
- Shopping bags
- Foam
- Shrink sleeves

### Paper

- Paperboard
- Specialty papers
- Uncoated free-sheet
- Solid Bleached Sulfate (SBS)
- Kraft
- Molded pulp

### All Materials

- Closures
- Labels / RFID
- Inks, coatings, adhesives
- Recycled materials

### Financial Performance:

| OIL, GAS, CHEMICAL               | FOOD & BEVERAGE         |
|----------------------------------|-------------------------|
| Alcoa                            | Coca-Cola               |
| BASF                             | ConAgra Foods           |
| Celanese                         | Dean Food               |
| Dow Chemical                     | General Mills           |
| DuPont                           | Hershey                 |
| Eastman                          | H.J. Heinz              |
| H.B. Fuller                      | Hormel Foods            |
| PolyOne Corp.                    | Kellogg                 |
| W.R. Grace                       | Kraft Foods             |
|                                  | PepsiCo                 |
|                                  | Sara Lee                |
|                                  | Tyson Foods             |
| RETAIL                           | PACKAGING               |
| BJ's Wholesale                   | Aptar                   |
| Costco                           | Ball                    |
| CVS Caremark Corp.               | Bemis                   |
| Great Atlantic & Pacific Tea Co. | BWAY                    |
| Kroger                           | Caraustar               |
| Publix Super Markets             | Crown Holdings Inc.     |
| Rite Aid                         | Graphic Packaging       |
| Safeway                          | Greif                   |
| SUPERVALU                        | International Paper     |
| Target                           | MeadWestvaco            |
| Walgreen Co.                     | Owens Illinois Inc.     |
| Walmart                          | Pactiv                  |
| Whole Foods Market               | Packaging Corp. America |
| Winn-Dixie Stores                | Rock Tenn               |
|                                  | Sealed Air              |
|                                  | Silgan Holdings         |
|                                  | Smurfit-Stone           |
|                                  | Sonoco                  |