



AGI/Klearfold
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News Release

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AGI/Klearfold Brand of Creative and Visual Packaging Expands to Europe

NEW YORK (October 1, 2003) – MeadWestvaco is expanding its AGI/Klearfold brand of creative and visual packaging products to Europe. The move gives multi-national cosmetic, personal care and liquor companies, as well as other promotional packaging users, a global resource capable of designing, producing and delivering high volumes of premium packaging anywhere in the world.

“The AGI/Klearfold name is well known throughout the world, especially in the United States where the company has a 25 year history of producing high-quality, value-added consumer packaging for global brands,” says Thierry Lucereau, COO of the Essential and Luxury Division of MeadWestvaco's Consumer Packaging Group, of which AGI/Klearfold is a part. “As the world's largest provider of plastic folding cartons, we are uniquely able to offer European companies, as well as multi-national companies that market their product there, a proven global resource for their creative and visual packaging needs.”

Under the brand name **AGI/Klearfold Europe**, MeadWestvaco's European packaging operations focus on creating structural and graphic packaging designs that blend functional performance and cost-efficiency with elegant decorative techniques that establish and perpetuate unique brand images.

“Our design and production expertise with multiple substrates allow us to create the best possible packaging solution for any customer requirement,” says Lucereau. Among AGI/Klearfold Europe’s product offerings are high-impact paperboard cartons that emphasize quality graphics and color fidelity, which the company can print using offset, UV offset, flexo and various gravure processes. It also offers a complete range of finishing techniques to enhance the look of cartons, including embossing, hot and cold foil stamping and specialty finishes.

In addition, AGI/Klearfold Europe creates and produces visual packaging products made with various plastic grades (APET, PETG and polypropylene). Its visual packaging products include: Klearfold® transparent cartons, Duofold® plastic and paperboard combination cartons and Insight™ plastic sleeves packaging with locking injection molded end-caps. AGI/Klearfold Europe also supplies set boxes, including its innovative Digiboks®, a one-piece hinged set box. Using advanced converting techniques, these set boxes can also be finished with a wide array of papers, films, fabrics and decorative techniques.

“Hundreds of luxury items are introduced in Europe each year, and innovative packaging that is dramatic, exotic and enticing will help companies differentiate their products and increase sales,” says Lucereau. “AGI/Klearfold Europe is an excellent global resource for enhancing brand images, getting products noticed on retail shelves and providing important business benefits, such as line speeds and improved products protection.”

The AGI/Klearfold Europe brand will be served by MeadWestvaco’s vast European packaging organization, which includes resources and expertise from Alfred Wall AG in Graz (Austria), and Wall Group plants in Bydgoszcz (Poland), in Svitavy (Czech Republic), and in Crimmitschau (Germany); AGI Van de Steeg in Enschede (Netherlands); and DuBOIS Ltd in Northants (UK) and in Hanover (Germany).

For more information on AGI/Klearfold Europe's creative and visual packaging solutions, please contact Thomas Moser, AGI/Klearfold Europe, at +43 316 2500 500 or t.moser@wallgroup.com. Or, write AGI/Klearfold Europe, Grillweg 15, A-8053 Graz Austria. In the United States, please contact Patrick McGee, AGI/Klearfold, at 215 918 3023 or pat.mcgee@agiklearfold.com, or 299 Park Avenue, New York, N.Y., 10171.

About MeadWestvaco's Essentials and Luxury Packaging Division

Headquartered in New York, Essentials and Luxury Packaging is a division of MeadWestvaco's Consumer Packaging Group. In the United States, Essentials and Luxury includes AGI/Klearfold, with converting operations in Melrose Park, Ill., Louisa, Va., Warrington, Pa., and Norwich, Conn. The division's international resources include Alfred WALL AG in Europe, with converting operations in Graz (Austria), Crimmitschau and Dresden (Germany), Svitavy (Czech Republic), Bydgoszcz and Krakow (Poland) and Moscow (Russia), as well as a Brazilian presence through Rigesa's two converting plants (Valinhos and Manaus).

MeadWestvaco's Essentials and Luxury Packaging Division is a leader in the development and marketing of creative, promotional and visual packaging. The division is distinctive in its use of plastic, paperboard and combination of materials to produce consumer packaging for the cosmetic, liquor, tobacco and confectionary markets.

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