



Storopack Press Information September 2011

Storopack is a specialist in the field of protective packaging. Its product portfolio encompasses both customized and flexible packaging systems and their integration into customer packaging processes. The services provided by the internationally active company group based in Metzingen (Germany) are performed by the two divisions Molding and Packaging.

The Packaging Division offers flexible protective packaging systems encompassing air cushions (AIRplus®), paper pads (PAPERplus®), PU-foam-in-place packaging systems (FOAMplus®) and Loose Fill packaging materials. It supplies demand-driven equipment solutions covering everything from single workstations through to the design and implementation of packaging lines integrated into a company's intralogistics and equipped with manual, semi- and fully automated infeed packaging systems. Specialized application engineers of Storopack ensure that the entire work flow takes place in keeping with economic and ergonomic principles (working comfort) in order to constantly improve the customers' protective packaging process. The Packaging Division is represented by locations in North America, Europe and Asia. The products are available through dealers in over 40 countries.

Storopack entered strategic alliance with software specialist and system integrator in the field of intralogistics

Pooling of expertise for increasing productivity and sustainability of protective packaging process

Cincinnati, OH. Storopack, global specialist in flexible protective packaging solutions, entered a strategic alliance with Invata Intralogistics & GRIS, global providers of supply chain optimization and distribution center automation, based in Canton (USA). Storopack will significantly extend its portfolio of services with this strategic partnership by providing more sophisticated solutions to its customers for their manual, semi- and fully automated protective packaging application. For both partners, this symbiotic alliance will also open up sustainable potential for wider and deeper market penetration and revenue growth, especially targeting existing and potential distribution center customers.

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For several years, increasing efforts have been made by customers of protective packaging solutions to reduce overall cost of transportation and packaging, while maintaining optimal or improving process quality at increased throughput. Companies often lack the supporting information system and mechanization software required to reduce these costs. For achieving this, also efficiency and ergonomics of applying protective packaging into the cartons ("into-the-box") must be increased through higher and differentiated levels of automation. At the same time, the right kind and the right amount of packaging products inside the cartons ("in-the-box") lower the usage and cost of packaging materials to the amount which is actually just needed to effectively protect the products during shipment.

"The future of flexible protective packaging lies in differentiated levels of automation for filling the optimized void volume", said Daniel Wachter, Vice President Market Development of Storopack North America and Head of Strategic Marketing of Storopack's Packaging Division.

"Invata Intralogistics & GRSI are an ideal partner for us by adding an "around-the-box" dimension to our approach and services. This 3rd dimension optimizes range and size of cartons and perfectly integrates the protective packaging application physically and virtually into our customer's operations and intralogistics. This strategic alliance and joint approach consequently results in an integrated, holistic Added Value Proposition which provides our customers the perfect protective packaging solution to meet and surpass their goals. This joint offering increases our customers' productivity and throughput. It is sustainable while reducing cost, especially for cartons, labor and transportation."



"This partnership perfectly strengthens our Division's strategy for constantly improving the productivity of our customers' protective packaging process", concludes D. Scott Dowrey, President of Storopack North America.

With their software solution called *FastTrack™*, Invata Intralogistics & GRSI provide the optimal tool for guiding and managing the packing area towards automation in intralogistics of the so-called "last 100 feet" (L1F™) of any distribution center, also adding shipping documents as well as offering weighing, labeling, and in-motion manifesting. "Because our systems manage inventory, packaging functions and machine controls," said GRSI CEO Steve Martyn, "we impact the cost of shipping and transportation by selecting the right shipping containers, optimizing void fill and the trailer cube."

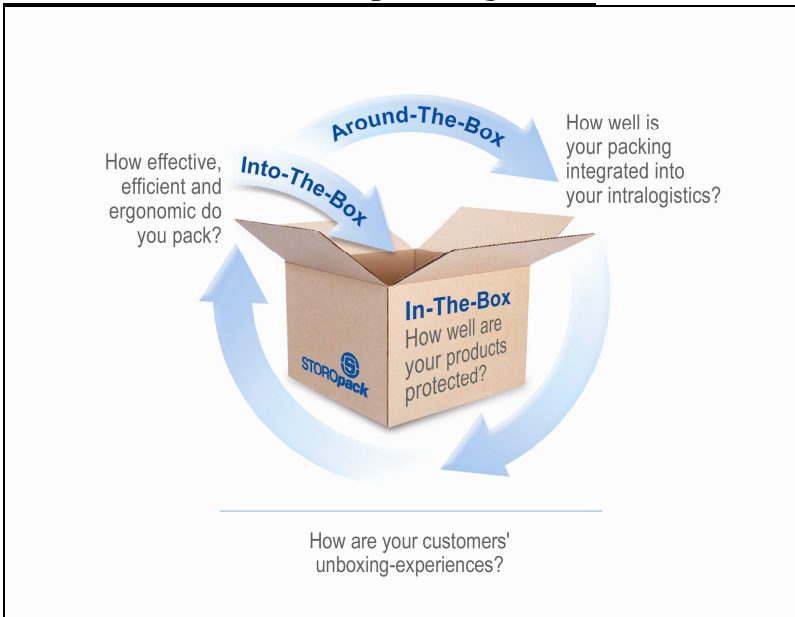
If the carton used is only as large as necessary to effectively protect the shipping items "in-the-box", this not only saves costs for the forwarder. "It is an added value for the un-boxing experience of our customers' clients", adds Daniel Wachter, "because a better fitting box size, together with the right protective packaging solution, generally reduces the time and effort involved in disposing of the packaging materials - and: It clearly spells out our customers' commitment to "green" logistics".

In March 2011, Invata Intralogistics and GRSI announced the merger of their companies. The company merged its management teams, forming a single company. However, the Invata brand will continue to be sold through its direct sales channel, and the GRSI brand will continue to be promoted through select, high performance dealer integrators.

In addition to its focus on logistics network optimization, Invata Intralogistics is a system integrator with in-house software products and services. "The company views the market through a different lens than typical integrators," says Invata CEO Ryan Sheehan. "We approach the market with a focus on inventory, transportation, infrastructure and labor - emphasizing optimization and results."

Further information is available under: www.storopack.us; www.invata.com and www.grsinc.com.

Article- Picture and explaining text:



The strategy of Storopack's Packaging Division targets to **constantly improve the productivity of its customers' protective packaging process and their clients' unboxing experiences**. Storopack and GRSI are joining efforts for an integrated holistic approach which covers all dimensions of applying Storopack's protective packaging solutions most effectively, efficiently and ergonomic "**in-the-box**" and "**into-the-box**". Covering the 3rd dimension, "**around-the-box**", ensures the optimal range of box sizes by applying the cartonization software of GRSI. This software also realizes and drives the respectively required physical and virtual integration of any other packing process within the Last-100-Feet (L1F™) Distribution Center operations and intralogistics.



About Storopack

Storopack is a leading manufacturer and service provider of integrated protective packaging, incorporating innovative cushioning solutions within distribution center intralogistics for cost-effectiveness and efficiency. In addition, Storopack's technology-driven processes help ensure a high level of productivity, ergonomics and sustainability.

About GRSI

GRSI is the developer of *FastTrak WM+™*, a mature and extensive warehouse management suite that seamlessly integrates traditional WMS functionality with a Warehouse Control System (WCS), Order Management System (OMS) and Packaging Integration (PI) applications. The highly differentiated approach closely couples real-time controls with inventory management, creating a seamless, highly responsive application.

About Invata Intralogistics

Invata is a global provider of supply chain network optimization, facilities automation, software, controls, implementation and support, with a unique value proposition: an innovative coupling of process and technology that results in a leaner, more profitable organization. Invata combines sophisticated analysis, simulation modeling, mechanization and software to optimize four key elements of its clients' operations and overhead - inventory, infrastructure, transportation, and labor. The company is results-driven, earth-conscious and focused on lifetime value, optimizing supply chains so they are more resilient and instantly responsive to continual changes in customer demand and supply chain conditions.

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