



## Press Release

**Media Contacts:** Josephine Lee  
Pregis Corp.  
(847) 597-9356  
[jlee@pregis.com](mailto:jlee@pregis.com)

Sophia Dilberakis  
SD Communications  
(312) 787-5800  
[sophiad@att.net](mailto:sophiad@att.net)

### **PREGIS LAUNCHES 'THE ADVANTAGE TEAM' CUSTOMER SERVICE BRAND**

**Deerfield, Ill.**, January 6, 2009—Pregis Corp., a leading supplier of protective packaging solutions, launches The Advantage Team customer service brand and “we make it happen” tagline.

During challenging economic times when other protective packaging suppliers are centralizing and consolidating customer service, Pregis is reinforcing its commitment to its customers by branding its regional approach.

“Now, more than ever before, our customers need suppliers that can function as an extension of their staff. With limited time and aggressive goals on their plate, they don’t want the frustration of getting someone new on the phone every time they call for support,” says Lisa O’Donnell, director of customer service, Pregis.

The Advantage Team foundation is built upon five fundamental brand values: innovation, flexibility, collaboration, quality and speed.

The company operates seven customer service centers across the United States—three each on the West and East Coasts, plus one in the Midwest. The regional centers are staffed by employees with an average of five-plus years with the company. The employment longevity adds to the knowledge base and ability to meet or exceed the customer’s requirements.

“A specific customer service representative is assigned to each customer. We believe in having our staff in close geographic proximity to our plants, salespeople and

**MORE**

**Pregis/The Advantage Team**  
**Page 2**

customers. Targeted geographic placement facilitates our “middle-man” position by allowing us to communicate more effectively with all parties,” O’Donnell says.

The brand values and operating structure for The Advantage Team were derived from hands-on experience and feedback from customer-satisfaction surveys. Pregis wanted to make sure that it focused its service on deliverables that would be most beneficial to its customers.

“Our customers tell us repeatedly that our service is the best in the business. We believe it not only gives Pregis an advantage, but also provides one to our customers as well. That’s what led us to The Advantage Team brand,” O’Donnell explains.

***About Pregis:***

Pregis Corporation is a leading global provider of innovative protective, flexible, and foodservice packaging and hospital supply products. The company offers packaging and product solutions for a wide variety of consumer and industrial market segments including food and foodservice, healthcare, agriculture, automotive, furniture, electronics, construction, fulfillment, catalog and military/aerospace. The specialty-packaging leader currently operates 47 facilities in 18 countries around the world. For more information about Pregis, visit [www.pregis.com](http://www.pregis.com).

# # #

**Please forward sales inquiries to:**  
Pregis Corp.  
1650 Lake Cook Road, Ste. 400  
Deerfield, IL 60015  
Phone: (877) 692-6163  
Email: [protectivesales@pregis.com](mailto:protectivesales@pregis.com)

(con’t)

