



PACK EXPO SHOW DAILY

October 17, 2007—DAY 3

xpedx booth S-5627

DAILY'S CUTS PACKAGING, LOGISTICS COSTS WITH HELP FROM XPEDX

xpedx is well known as a provider of packaging supplies and equipment, but many manufacturers are surprised to learn about the company's deep capabilities across package design, line automation, kitting, fulfillment, inventory management and logistics.

Verona, PA-based Daily's, a non-carbonated beverage company and division of American Beverage Corporation, recently took advantage of xpedx offerings in kitting and fulfillment, inventory management and logistics.

Daily's specialty juice drink, "Too Tarts," was experiencing a significant increase in consumer demand. The company received several requests from retailers to have the product delivered in a display pallet suitable for easy setup. This potentially translated to additional warehousing and distribution needs, and in turn, major capital investments in people, equipment and fleet.

For years, xpedx, a distributor of packaging supplies and equipment, had provided Daily's with products such as printed films and corrugated cartons. Now, however, Daily's would turn to xpedx for much broader support.

xpedx proposed to pick-up the bulk juice product, take it back to its Pittsburgh facility and re-package it into the properly protected display pallets. xpedx would then return the re-packaged product to Daily's facility the very next day—ready for delivery to the retail customer.

xpedx also proposed that it manage Daily's product inventories to improve efficiencies and institute a new pick-up and delivery system to streamline product flow and improve productivity on the shipping and receiving docks.

Once the xpedx initiatives became reality, the number of logistics and packaging vendors, co-packers and companies that Daily's worked with were significantly reduced. The facility space previously dedicated to POP display construction and storage was now available for expanded manufacturing operations.

Daily's concern about major new capital expenditures was eliminated. Working with xpedx also reduced costs because Daily's used xpedx trucks to transport product.

Instead of simply selling packaging supplies to Daily's as they had done for years, xpedx became a single-source solution for its broader packaging and logistics needs.

Loveland, Ohio-headquartered xpedx has more than 550 packaging sales professionals and service technicians across more than 100 North American locations. For more information on xpedx, visit booth S-5627 at Pack Expo or go to xpedx.com.###