

ICG Launches Website

Newtown, Conn., March 15, 2004 – It's no secret that the Web has become a necessity in the business world. With more than 150 million Americans online*, businesspeople are increasingly turning to the Internet as a source for information and new business. Capitalizing on this trend, the Independent Carton Group has made a new Web site its first step in a marketing campaign to build a brand for the trade association.

The Independent Carton Group (ICG), an association of 18 independently-owned and operated folding carton companies, today unveiled the launch of a completely redesigned, expanded Web site. Located at www.independentcartongroup.com, the site provides extensive information about both the ICG and the folding carton industry.

“Our new Web site describes how ICG programs help our members provide outstanding pricing, products and services to their customers,” said Andrew Willie, executive director of the ICG.

The site includes information about a number of ICG programs, including the ICG Purchasing Program. The ICG purchasing program allows members to purchase raw materials, supplies, and equipment at costs that are competitive with the subsidiaries of the integrated paper mills.

The ICG Web site also provides information about the folding carton industry in a section called the Carton Information Center. This section includes a glossary and articles on topics such as paper substrates and customer needs. In the future, the ICG will email newsletters providing industry information that is valuable to purchasers of folding cartons. These newsletters will be archived on the site.

“We felt it was important for the Web site to do more than promote the ICG and its members. We also want to be a resource for the folding carton industry that people will come back to again and again,” said Ben Graham, chairperson of the ICG's marketing committee.

The Web site is the first step in a marketing campaign designed to increase awareness of the ICG and the benefits of working with ICG companies.

About the ICG

The Independent Carton Group is an association of 18 independently-owned folding carton manufacturers. Through the ICG Purchasing Program, members can purchase raw materials, supplies and equipment at costs that are competitive with the folding carton subsidiaries of the large, integrated paper mills. Other programs include arranging for back-up production in the event of a catastrophe at a member's plant and quarterly meetings at which suppliers and experts help members stay up-to-date on the latest industry trends. Headquartered in Newtown, Conn., the ICG has members located in all parts the U.S. For additional information about the ICG, please visit www.independentcartongroup.com or call (203)270-7578.

*Survey: U.S. tops 150 million Internet users; The Business Journal of Portland; October 24, 2003.