



**FOR IMMEDIATE RELEASE**

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**BRAWNY® ADDS RESOURCES TO STRENGTHEN Foothold  
IN PLASTIC BAG BUSINESS**

**Inteplast Signed as Manufacturing Partner; Senior-Level Staff Retained;  
New Distribution Channels Targeted**

RENO, NV – The retail market could soon be seeing a lot more Brawny® brand plastic bags on its shelves thanks to some major investments being made by its parent company, NEXTEP, Incorporated.

NEXTEP, which has garnered sizable market share in recent years with its highly durable, value-priced, BRAWNY brand of plastic bags, is significantly stepping up its distribution plans thanks, in part, to a new agreement with manufacturing giant Inteplast, a leading producer of polyethylene based in North America. Inteplast's Integrated Bagging Systems Division (IBS) will manufacture Brawny bags in sizes ranging from 13 Gallon Tall Kitchen, 30 Gallon Trash and 39 Gallon Lawn Clean up.

The IBS Division boasts one of the most complete ranges of can liners in the industry, including linear low density and high density liners, as well as drawstring and non-drawstring closure systems. It serves not only the commercial and retail markets, but also the institutional and industrial markets with high-quality, reliable products. As part of its contract with Brawny, IBS will create a wide range of plastic bags in various sizes on customized equipment designed and purchased by NEXTEP.

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## **BRAWNY® ADDS RESOURCES TO STRENGTHEN Foothold ADD ONE**

“Demand has dictated that we increase our manufacturing capacity,” noted Jim Moore, Senior Vice President of Marketing for Brawny. “We continue to gain new distribution in grocery, mass merchandise, drug and dollar stores, and we needed to develop a manufacturing partnership that could provide us with the turnaround, product quality and consistency our customers have come to expect from us.”

In addition to its contractual partnership with Intoplast, Brawny has put into place a new Sales and Marketing Team with a collective 50+ years of experience in the plastic bag business to help sell and market its line of strong, competitively priced bags.

Moore joined the company earlier this year to head up Marketing for the new team. He brings with him nearly 20 years of experience in the grocery, mass merchandise, warehouse club and drug classes of trade, including 16 years of marketing experience on the GLAD® brand of plastic wraps and bags. Moore was instrumental in the introduction of the GladWare® brand of reusable containers, and he helped to grow the GladLock® brand of zipper bags to more than \$100 million in sales. He holds an MBA from the University of New Haven, with a BS in marketing from the University of Connecticut.

Working with Moore to build the Brawny brand is a new Senior Vice President of Sales, Tom Cross.

Cross is a 30+-year veteran in the consumer products industry, having spent the bulk of his career with Union Carbide/First Brands selling Glad to National Retail chains in the Grocery, Mass Merchandise, Drug, Dollar Stores and Wholesale Club Classes of Trade. He is a graduate of Christian Brothers University in Memphis.

Joining Cross in the Sales organization are Spike Rogers and Gary Schneider.

**-MORE-**

## **BRAWNY® ADDS RESOURCES TO STRENGTHEN Foothold ADD TWO**

Rogers, Vice President of Sales for the Western United States, is headquartered in Austin, Texas. Prior to joining NEXTEP, he handled the Costco wholesale account for Daymon Worldwide. Previously he worked as national accounts sales manager for Arrow Industries, a division of ConAgra, which is a leader in the manufacturing of plastics and paper products. Prior to that time, Rogers was also had several years selling the Glad brand of plastic bags. He is a graduate of Southern Methodist University in Dallas.

Schneider, headquartered in Tampa, Florida has been with NEXTEP for nearly three years working to promote the company's electrical and housewares products. He was recently promoted to Vice President of Sales for the Southeast to focus primarily on Brawny. Previously, Schneider worked with Sunbeam on the Mr. Coffee brand. He also spent a number of years working in the specialty foods business, as well as nearly a decade in the retail sector working his way through the ranks of Albertson's in Denver.

“We are very pleased to have this depth of experience in Sales and Marketing in this large category,” said Moore. “These assets, combined with our exceptional manufacturing capabilities, provide us with the resources we need to continue opening up retail markets across the country. Our sales success to date has been stellar but is only a fraction of what we plan to do with our new aggressive sales team and marketing plan.”

Brawny has successfully marketed its products based on its excellent bag strength combined with highly competitive pricing. “We provide the market with an offering that is very compelling – a brand name which signifies strength and high quality plastic bags with a meaningful price/value relationship. The growth of our business is a testament to consumers' acceptance of our selling proposition,” said Moore.

For more information on Brawny's full line of plastic bags, visit [www.nextep.com](http://www.nextep.com).



**BRAWNY® ADDS RESOURCES TO STRENGTHEN Foothold  
ADD THREE**

**HI-RES IMAGES ARE AVAILABLE** – For high-res images, please contact Eileen Petridis at (216) 696-0229 or via email at [epetridis@robertfalls.com](mailto:epetridis@robertfalls.com).

**PHOTO CAPTIONS**

*#1 – Brawny has a full line of competitively priced plastic bags that offer exceptional strength and durability.*

*#2 – Brawny trash bags are packaged for retail distribution at Inteplast's IBS Division.*

*#3 – Brawny and Inteplast represent complete vertical integration from the manufacturing of Polyethylene resin to a finished carton of plastic bags for consumer usage.*

*#4 – Resin is offloaded at the manufacturing plant for conversion into film before being made into Brawny plastic bags.*