



MEDIA BACKGROUNDER 9/12/11

Celebrating 75 Years with Solo Cup Company

Solo Cup Company marks its 75th anniversary this year. Famous for the red party cup that's become identified with back yard barbecues and social gatherings across the country, Solo has consistently set the standard for the single-use foodservice and consumer product industry.

Through its innovations and unique product offerings, Solo has become an enduring American brand by adapting to an ever-changing common culture. Now, Solo is taking time to celebrate this heritage as it stands poised to continue addressing the needs of an evolving culture and marketplace.

Solo was founded on the south side of Chicago during the Great Depression and originally incorporated as The Paper Container Manufacturing Company. A decade later, the company was renamed Solo Cup Company in recognition of its single-use paper cone cup, created in the 1940s. Today, Solo Cup Company has grown into a \$1.6 billion international company with its headquarters still in the Chicago area and with operations in Europe and across North and Central America.

75 Years of Answering Customer Needs

Solo's innovative products and designs have become iconic symbols of American culture.

In the 1940s, the simple conical paper drinking cup, dubbed "the Solo Cup" and created with sanitation and convenience in mind, answered the needs of a burgeoning industry. Over half a century later, cone cups are still relied on for a multitude of items from water to food to flavored ice.

After tackling hygiene and convenience, Solo took on temperature and freshness. In the 1950s came the Wax Cold Cup, the perfect accessory to every drive-in attendee's silver-screen soda and still in use across foodservice today.

Solo's Cozy® Cups, introduced in the 1960s, revolutionized caffeine consumption. With the unique combination of interlocking cup and reusable holder, coffee refills would never be the same. Since the 1970s, the red Solo Party Cup has stood alone as the iconic accessory for any festive occasion. It's no wonder that they've become a bestseller across America. Solo Squared® took the winning concept even further, adding shape and style with functional, ergonomic grips.

Always striving for new solutions, Solo upgraded the clear plastic cup in the 1990s with a PET makeover. Constructed with clear, shatterproof, and recyclable PET resin, Ultra Clear™ cups make drinks look better and are eco-forward®, too.

Solo's ever-popular Traveler® hot cup lid – used at coffee houses and convenience stores around the world – was recognized for its form and function by the Museum of Modern Art in 2005 and named to the museum's permanent collection. And in 2008, Solo introduced Bare® by Solo®, the industry's first full line of environmentally conscious single-use products for restaurants and consumers made using recycled, recyclable, compostable or renewable materials.



Sustainability at Solo

Solo has consistently remained at the forefront of new solutions for the challenges of sanitation, convenience and environmental sustainability facing the single-use foodservice and consumer products industry.

Solo is continually working toward sustainable solutions that increase the use of recycled, recyclable, compostable or renewable resource materials – while meeting demand for durable and affordable packaging that enhances consumers' food and beverage experiences.

As part of its anniversary year, Solo launched a new national recycling effort for its flagship selling product, the plastic Solo Squared® party cup. Teaming with TerraCycle, Solo created the Solo Cup Brigade®, in which individuals, schools and non-profits are collecting used Solo Squared® plastic cups and returning them to TerraCycle for recycling. For every Solo Squared® cup returned, two cents is donated to the non-profit or school of the collecting Brigade member's choice.

In addition, Solo is actively involved in developing large-scale applications to make foodservice more sustainable in public venues, including stadiums and large events like summer festivals. In cooperation with the Chicago Cubs, for example, Solo created the 'Real Fans Recycle' campaign to recycle their plastic cups from the Bare® by Solo® line in specially marked bins in and around the park.

More than 300 Solo employees participate in recycling, education and beautification events in Solo communities across the United States and Canada. These volunteers identify local or companywide projects and lead the way in executing them, including community cleanup events, collection programs at festivals and recycling drives at Solo facilities.

Solo strives to be the single-use products industry leader in sustainability practices, with initiatives and programs that cross all of the company's operations and functions in all locations.

Solo and Foodservice

While best known to consumers for tableware used at barbecues, tailgates, parties and everyday use, the majority of Solo's business comes from commercial foodservice, including restaurants, campuses, healthcare facilities and other foodservice operations.

Solo is actively engaged in helping foodservice operators analyze the best product and value options to meet their specific needs, incorporate environmental options where needed, and support the broader dining experience with single-use options.

From coffee to smoothies, appetizers through desserts, dine-in or take out, Solo works with its customers to find and develop the right single-use products for any need, and for every venue and application.

For more information on Solo Cup Company, its history, innovations and sustainability practices, visit www.solocup.com.



A SOLO TIMELINE

1940s – Paper cone cup debuts, constructed with sanitation and convenience in mind. More than half a century later, cone cups are still relied on for a multitude of items from water to food to flavored ice.

1950s – Wax-lined cold cups introduced for serving cold drinks. Still in use today, they quickly became widely used at drive-in theaters and other locations.

1960s – Single-use Cozy® Cup and reusable Cozy Cup holders, revolutionized caffeine consumption in homes and businesses everywhere.

1960s – The refillable dispenser with disposable cups took Solo beyond the kitchen into dens and bathrooms.

1970s – Signature red plastic party cup introduced, still a best seller in America and stands alone as the iconic accessory for any festive occasion.

1980s – The Traveler® Lid, a design so innovative it has not only become synonymous with coffeehouses, but also part of the permanent collection at the Museum of Modern Art.

1990s – Ultra Clear™, a new line of plastic cups introduced with superior clarity, appearance and durability made from recyclable PET resin, the same plastic used to make plastic soda bottles.

2004 – Solo Cup Company merges with Sweetheart Cup.

2005 - Solo Cup Company debuts on the Fortune 1000 list at #729.

2008 - Bare® by Solo® brand introduced as the first single-use packaging brand with a broad environmental platform, an acronym for ‘Bringing Alternative Resources for the Environment.’

2009 - Solo Squared® is introduced -- a first-of-its-kind single use cup --ensuring comfortable and reliable grip.

2010 – Solo Cup Company is awarded Keep America Beautiful’s Corporate Leadership Award; Solo launches ‘Real Fans Recycle’ program with the Chicago Cubs at Wrigley Field.

2011 - Solo Cup Brigades® are launched, creating a #6 cup recycling program for consumers where one did not exist before.