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Museum of Modern Art Adds Solo Cup Company's Traveler[®] Lid to Its Permanent Collection

HIGHLAND PARK, IL (August 10, 2005) Every morning across the country, millions of Americans firmly place the Traveler lid – designed and manufactured by Solo Cup Company – on their cups of coffee to prevent spills and ensure a convenient commute. Now the Traveler lid has found its place in The Museum of Modern Art with the announcement that the disposable lid will have a permanent home as part of the museum's collection.

“The Traveler lid was designed nearly 20 years ago and has become the standard by which all other lids are measured. It's a true symbol of quality and convenience,” said Beth Dahlke, senior vice president, marketing, Solo Cup Company. “To be recognized by The Museum of Modern Art is a celebration of Solo's commitment to creating innovative solutions that support consumers' increasing quest for convenience.”

The Museum of Modern Art (MoMA) originally exhibited the Solo Traveler lid as part of its “Humble Masterpieces” exhibition in 2004. This exhibition was assembled by the Museum's Department of Architecture and Design as a tribute to the inspired design of everyday objects whose existence makes life easier, safer or more fulfilling.

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“The Traveler lid is easily mass-produced and ubiquitous around the world, allowing everyone to enjoy a drink on the go,” added Dahlke. “We hope MoMA will find it to be a vital piece of their collection.”

When the Solo Traveler lid was originally introduced in 1985, it was considered the first of its kind with a domed cover for hot beverages that allowed for toppings or whipped cream. The lid features a smooth, plastic raised rim and was designed to offer commuters a “snap-tight” fit that prevented spills. Additionally, the oval opening delivered the right amount of beverage without the stubborn tabs to tear or puncture that were commonplace features of other lids on the market at that time. Today the Traveler lid is Solo’s best selling lid and can be found at many coffee retailers including Starbucks.

The company recently introduced the Traveler Plus[®] lid, a unique two-piece lid with an inner disk and tab that easily slides to open or close the top, keeping beverages warm and secure. The Traveler Plus lid is the choice for 7-Eleven and White Hen Pantry convenience stores.

Solo Cup Company is exclusively focused on the manufacture of disposable foodservice products for the consumer/retail, foodservice, packaging, and international markets with annual sales revenue of more than \$2 billion. Established in 1936 and headquartered in Highland Park, Illinois, the company has broad expertise in paper, plastic and foam disposables. A global presence with facilities in Europe, Asia, and The Americas, Solo Cup creates brand name products under the Solo, Sweetheart, Fonda, Hoffmaster and Lily names. To learn more, visit the Solo Cup website at www.solocup.com.