

ECO-FOIL™

BY

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100% RECYCLED ALUMINUM



Handi-foil® Introduces Eco-Foil™, The First And Only 100% Recycled Aluminum Container Foilware In The Marketplace

Complete, eco-friendly line aims to take sustainability and shopper satisfaction in the foil container category to the next level

WHEELING, IL. (March 14, 2010) – Handi-foil®, the foilware category pioneer and # 1 market share leader, has introduced Eco-Foil™, a full line of 100% recycled aluminum foil containers to be sold in the grocery and other retail channels. While many products are promoted as sustainable, their recycled material content is often as low as 30%. As stewards of the environment, Handi-foil has demonstrated its leadership in this role through *the introduction of Eco-Foil™, the industry's first and only container foilware made from 100% recycled aluminum.*

“Eco-Foil™ is a revolutionary product that will meet the growing eco-needs of shoppers and retailers while at the same time helping spur new category growth,” said David Sarnoff, Executive Vice President of Wheeling, IL.-based Handi-foil Corp. “Foilware is already one of the best margin categories in the store, and Eco-Foil™ is designed to build on that economic strength.”

“Handi-foil’s founders have been at the forefront of foilware innovation for over 60 years, “ added Sarnoff. “It’s one of the reasons why Nielsen data shows that Handi-foil® holds twice the market share of its nearest competitor.” Eco-Foil™ is being introduced as demand for green product at the shelf is escalating. IRI reported that green products have grown increasingly popular in each of the past five years.

With its 100% recycled aluminum benefit prominently displayed on the product label, and broad line of shopper favorites ranging from King Roaster® with handles (which is an exclusive product offering from Handi-foil®) to the Cook-N-Carry® line of pans with lids (lids are also made from 100% recycled material), Eco-Foil™ is bound to help close the gap between what consumers want to buy and what they are able to find at the shelf.

“Eco-Foil™ is good for the consumer, good for the retailer, and most importantly it’s the socially responsible thing to do,” said Sarnoff.

Eco-Foil™ is also available for in-store bakery and deli departments. For more information about Eco-Foil™, contact Handi-foil Corp. at ecofoil@handi-foil.com or come see us at the International Housewares Show, March 14th – 16th 2010, Booth# 3205 South Building. For bakery and deli contact HFA, Inc. at sales@handi-foil.com.

About Handi-foil®

Handi-foil Corp. (www.handi-foil.com) is a family owned manufacturer of disposable aluminum products committed to quality, convenience and innovation. With the family’s roots in foilware dating back to 1950, Handi-foil® has accumulated the knowledge and experience necessary to stay on the cutting edge of innovation and technology. As the industry leader, we offer a complete line of foil containers and dome lids including traditional, high-end and seasonal bakeware items. All of our products are kosher certified under the supervision of the Orthodox Union. We proudly manufacture all of our products in the United States at our state of the art facilities in Wheeling, IL.