



FOR IMMEDIATE RELEASE

Bell Incorporated recognized by Postmaster General for sustainability achievements

Bell receives 2008 U.S. Postal Service Sustainability Excellence Award

Sioux Falls, SD, and Washington, D.C., June 2, 2009 -- Postmaster General John Potter recognized Bell Incorporated among a handful of U.S. Postal Service suppliers, for best practices that helped the Postal Service provide mail service to the American public in 2008--effectively, and, specifically for Bell, sustainably.

The award honors Bell for sustainable supply chain practices in its manufacture of more than 200 million "expedited-services" envelopes, such as Express Mail and Priority Mail, for the U.S. Postal Service. The sustainability category was added this year to the Postal Service's coveted annual Supplier Performance Awards, which recognize overall performance and collaborative business relationships.

The Postal Service named eight winners in total among its 25,000 suppliers. Bell was the single recipient in the sustainability category.

Bell, the world's largest supplier of paperboard envelopes, achieved Cradle to CradleSM* certification in 2007, for the envelopes it manufactures for the Postal Service. To achieve the certification, Bell worked collaboratively with the U.S. Postal Service and every supplier that contributes to the manufacture of the Postal Service envelopes. The long and demanding series of measurements, assessments and modifications ultimately ensured that Postal Service envelopes meet the highest environmental and social responsibility standards.

Since then, Bell has continued to receive recognition for its sustainable supply-chain achievements, with profiles and awards in both national and local media, and earning the highest possible rankings year after year in independent audits and plant inspections.



“Sustainability is no longer optional when it comes to best practices in supply chain management,” said Ben Graham, vice president, Bell Incorporated, “as the Postal Service’s addition of this award category underscores. The Postal Service has long pushed beyond government guidelines to create the most sustainable, environmentally sound products for its consumers, and Bell is honored to be the first supplier they are recognizing in this way.”

About Bell, Incorporated

Bell Incorporated is one of the 10 largest independently owned folding carton companies in the country, and the world’s largest supplier of paperboard envelopes. By investing in the latest high-speed converting technology and maintaining a lean, entrepreneurial organization, the company has established one of the lowest cost structures in the industry while maintaining a high degree of responsiveness and flexibility. Major customers include Barilla Pasta, Berry Plastics, General Electric, and the U.S. Postal Service. Bell Incorporated is headquartered in Sioux Falls, SD and maintains offices in Chicago. For more information, visit www.bell-inc.com.

About the United States Postal Service

An independent federal agency, the U.S. Postal Service is the only delivery service that visits every address in the nation, 149 million residences, businesses and Post Office Boxes, six days a week. It has 34,000 retail locations and relies on the sale of postage, products and services, not tax dollars, to pay for operating expenses. Named the Most Trusted Government Agency five consecutive years by the Ponemon Institute, the Postal Service has annual revenue of \$75 billion and delivers nearly half the world’s mail.

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*Cradle to CradleSM Certification is a scientifically based process. It involves using peer-reviewed data to assess and optimize the environmental attributes of materials used in products and production. Cradle to Cradle Certification was developed by MBDC, a design firm founded in 1995 to promote and implement eco-effective design.