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RockTenn and DS Smith announce licensing agreement

RockTenn and DS Smith Plc today announced that they have entered into a strategic alliance, executing a licensing agreement that gives RockTenn the exclusive rights to manufacture and distribute proprietary corrugated packaging designs and to distribute innovative packaging equipment in the United States of America.

The new Meta[®] technology produces a wide range of two-piece Shelf Ready Packages that enable multinational package goods companies to meet the varied requirements of US retailers. Unique predictive software and stacking devices also optimize and reduce packaging weight and minimize environmental impact.

“The RockTenn team is tenaciously focused on delivering industry-leading innovation in packaging solutions for our customers,” said RockTenn’s Corrugated Packaging President, James Porter. “This exciting technology brings new opportunities to reduce the total cost of packaging and to improve print options to better sell our customer’s products and do so in a more sustainable fashion.”

“This alliance with RockTenn brings the advantages and value of our patented technology to a wider audience, and allows us better to serve our global customers,” said DS Smith Group Chief Executive, Miles Roberts. “The extension of our licensee network to the US market, combined with our extensive European corrugated manufacturing footprint, means we now have one of the world’s broadest capabilities for the creation of innovative corrugated packaging propositions.”

RockTenn’s Automated Packaging System business unit is a previous licensee of the DS Smith’s Otor[®] mandrel forming technology. The new agreement encompasses the next generation of Otor[®] technology, including the exclusive right to packaging designs and to high-speed mandrel forming equipment distribution.

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Notes to Editors

RockTenn

RockTenn is one of North America's leading integrated manufacturers of corrugated and consumer packaging and recycling solutions. RockTenn's 26,000 employees are committed to exceeding their customers' expectations – every time. The Company operates locations in the United States, Canada, Mexico, Chile, Argentina and China. For more information, visit www.rocktenn.com

DS Smith Plc

DS Smith Plc is a leading international supplier of recycled packaging for consumer goods, and one of the largest manufacturers of corrugated products in Europe, with a strong focus on service, quality and innovation. Employing more than 22,000 people, it produces more than 10 billion boxes a year. For more information, visit www.dssmith.uk.com