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Sealed Air Introduces Bubble Wrap[®] Brand Recycled Grade Cushioning
The Highest Pre-Consumer Recycled Content Minimum for Air Cellular Cushioning on the Market

SADDLE BROOK, N.J. (April 1, 2010) – Sealed Air’s Bubble Wrap[®] brand now offers recycled grade cushioning with a minimum of 50 percent pre-consumer recycled content, the highest recycled content minimum for air cellular cushioning on the market. The material incorporates a high-level of pre-consumer recycled content with the patented Barrier Bubble[®] technology of Bubble Wrap[®] brand products, so the cushioning retains air longer, providing superior protection and promoting reusability of the packaging material.

“In order to help our customers meet the demands of the market, we have developed an environmentally and economically sensible Bubble Wrap[®] brand recycled grade cushioning,” said William V. Hickey, president and chief executive officer of Sealed Air. “This is in line with our goal of striving to help open the world culturally and economically, and to do so in ways that reduce costs and harm to the environment.”

Bubble Wrap[®] brand recycled grade cushioning is available in small and large bubble heights of three-sixteenths inches and one-half inches. No additional color additives or dyes are used for the material, so tints will vary based on available recycled resin color.

For more information on Bubble Wrap[®] Brand Recycled Grade Cushioning, visit www.bubblewrap.com or call 1-800-648-9093.

About Sealed Air

For fifty years, Sealed Air has been a leading global innovator and manufacturer of a wide range of packaging and performance-based materials and equipment systems that now serve an array of food, industrial, medical, and consumer applications. Operating in 51 countries, Sealed Air's international reach generated revenue of \$4.2 billion in 2009. With widely recognized brands such as Bubble Wrap[®] brand cushioning, Jiffy[®] protective mailers, Instapak[®] foam-in-place systems and Cryovac[®] packaging technology, Sealed Air continues to identify new trends, foster new markets, and deliver innovative solutions to its customers. For more information about Sealed Air, please visit the Company's web site at www.sealedair.com.

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