

RING LEADER REPORTER

HI-CONE PROVIDES MULTIPACK CARRIERS FOR EMERGENCY DRINKING WATER IN HURRICANE SANDY DISASTER AREA



When critical shortages of precious water were identified in the wake of Hurricane Sandy, Hi-Cone, the leading supplier of plastic multipacks, learned longtime customer Anheuser-Busch was using its Cartersville, Ga., brewery to package 44,000 cases of emergency drinking water – or 1,056,000 cans – for transport to East Coast residents impacted by the devastation. Hi-Cone stepped in and donated 6-pack carriers to help transport it the American Red Cross and other local disaster relief organizations. The distribution was swift and efficient.

Hi-Cone has long history of dedication and service to those in need. Globally, the ITW Foundation is a longtime supporter of the Red Cross and consistently backs humanitarian efforts during natural disasters.

ITW also supports Red Cross’s “Ready When the Time Comes” (RWTC). The program taps the expertise of corporate America while giving corporate citizens the tools to help people in need. When disaster strikes, Red Cross-trained ITW employees mobilize as a community-based volunteer force. Red Cross personnel work together with ITW volunteers around the country to train RWTC volunteers.

Transporting hundreds of thousands of cans of water with Hi-Cone carriers means using minimal packaging material, which in turn reduces the burden of waste, resource-depletion and greenhouse gas emissions. Hi-Cone multipacks are produced from photodegradable plastic free of heavy metals or toxic additives. For more information on Hi-Cone multipackaging, visit www.hi-cone.com.

