



# Greif, Inc. Introduces New Branding: Packaging Success Together

5/3/2017

DELAWARE, Ohio--(BUSINESS WIRE)-- Greif, Inc. (NYSE: GEF, GEF.B), a global leader in industrial packaging products and services, today announced a new corporate tag line being featured during the Interpack Trade Fair in Düsseldorf, Germany, May 4 – 10.

The tag line - PACKAGING SUCCESS TOGETHER™ - is the embodiment of the company's vision of "In industrial packaging, be the best performing customer service company in the world." It symbolizes the commitment of all Greif colleagues around the world to provide excellent customer service.

"Long term success is achieved by consistently and reliably serving our customers' needs to earn their trust, and loyalty," explained Pete Watson, President and Chief Executive Officer. "We will serve our customers together and earn the opportunity to grow with them as strategic partners."

Greif chose "Packaging Success Together" because the world's most important products travel around the globe in Greif industrial packaging. Greif colleagues know that relationships matter, and working together means their customers can focus on their next innovation, their customers, and their business growth. Together, Greif's 13,000 colleagues around the world are working to deliver an effortless customer experience, to deliver packaging success that benefits Greif's customers, investors, and the planet.

## About Greif, Inc.

Greif is a global leader in industrial packaging products and services and is pursuing its vision to become the world's best performing customer service company in industrial packaging. The company produces steel, plastic, fibre, flexible, corrugated, and reconditioned containers, intermediate bulk containers, containerboard and packaging accessories, and provides filling, packaging and industrial packaging reconditioning services for a wide range of

industries. Greif also manages timber properties in the south eastern United States. The company is strategically positioned in over 45 countries to serve global as well as regional customers. Additional information is on the company's website at [www.greif.com](http://www.greif.com).

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170503006330/en/>

Source: Greif, Inc.

Greif, Inc.

Debra Crow, 740-657-6992

Director, Corporate Communications

[debra.crow@greif.com](mailto:debra.crow@greif.com)