

Yerecic Label Earns Project L.I.F.E. Certification

New Kensington, Pa – July 6, 2010 /For immediate release/-- Yerecic Label has been certified under the Tag and Label Manufacturers Institute's (TLMI) Project L.I.F.E. program.

Project L.I.F.E. (which stands for Label Initiative for the Environment) was developed to enable TLMI members to find cost-effective ways of reducing their impact on the environment.

The Initiative focuses on:

- Clean production techniques.
- Reduced energy use and greenhouse gas emissions.
- Product design that minimizes waste and incorporates environmentally preferable materials.
- Management practices that outline a production facility's environmental commitment and set goals and measurements for continuous improvement.

Initiative participants are encouraged to set goals that are ambitious but feasible and to demonstrate continuous improvement in reducing their environmental footprint.

"A cross functional team comprised of volunteers from all facets of the organization identified and implemented environmental best practices which provide benefits for our associates, customers, suppliers and the community," said Art Yerecic, President. "We focus on utilizing raw materials and manufacturing supplies that decrease our facility's effect on the environment. We've worked internally and with our vendor community to reduce waste items like metal drums, plastic ink jugs and packaging to a bare minimum and those that we do use are recycled or reused. The business practices we have implemented are providing positive results throughout the entire supply chain."

Yerecic Label is the market leader in on-package retail grocery merchandising. The company produces primary package labels, package-based promotional labels and application equipment for many of the nation's top retailers as well as major consumer goods companies. Yerecic Label is headquartered in New Kensington, PA.