



PRESS RELEASE
FOR IMMEDIATE RELEASE

Schoeneck Containers, Inc. Announces Rebrand to Radius Packaging®

NEW BERLIN, Wisconsin, March 3, 2022—Schoeneck Containers, Inc. (SCI), a leading rigid plastic packaging provider in the Midwest, has rebranded as Radius Packaging®. As part of this rebrand, the company has also launched a new and improved website, logo and associated materials. The rebrand comes as the company approaches its 50th anniversary.

Tom Frank, President and CEO, stated, “Over the last 50 years, we’ve continued to evolve our business to meet the needs of our customers; this is what drove our decision to expand beyond blow-molded containers with capabilities and services like injection-molded closures and labeling that allow us to offer complete rigid plastic packaging solutions. Our new brand, Radius Packaging, reflects what customers value most about our company: our knowledge, flexibility and expertise in providing complete and differentiated packaging solutions that drive greater value for them and their customers.”

In 2019, the company opened its second manufacturing facility in Delavan, WI, a state-of-the-art, highly automated, forward-thinking facility built from the ground up and designed for growth. Frank continued, “As we constructed the Delavan facility, we put our team members and customers first – considering details that emphasize efficiency, safety, quality, and innovation – while also ensuring we were well positioned for rapid expansion. Delavan represents the future of our business, and our new name further symbolizes this commitment to progress and grow with our customers.”

Crystal Humphreys, Director of Marketing, elaborated, “As we thought about who we are, where we’re headed, and the value we create, we wanted a brand that reflected a promise – to keep our customers at our core, and to be the rigid plastic packaging partner that helps our customers connect with theirs, elevate their customers’ experience and ultimately drive their business forward. We’re committed to leveraging our expertise across all of the markets we serve to continue to provide our customers with the solutions they need and the quality and service they expect.”

Frank concluded, “Our rebrand celebrates the significant milestones we’ve achieved and aligns with our vision for the future. We’re excited about this new chapter and we will continue investing in and advancing our business to support the needs of our customers and our people.”

The new website is now live. Find out more at www.radiuspkg.com.

About Radius Packaging®

Radius Packaging, formerly Schoeneck Containers (SCI), is a leading manufacturer of rigid plastic packaging products in the Midwest. With blow molding, injection molding and labeling capabilities, Radius offers complete rigid plastic packaging solutions. From either its state-of-the-art Delavan, WI



facility or its New Berlin, WI headquarters, Radius offers the expertise and flexibility to deliver off-the-shelf, tailored, and custom solutions for a wide variety of applications. Radius customers include many blue chip national and regional consumer packaged goods companies and contract packagers and fillers serving a diverse set of markets, including food and specialty beverage, home care, professional cleaning, nutrition and wellness and pet care. Radius specializes in short- to mid-run packaging solutions for even the most complex needs. From concept to commercialization, Radius creates innovative, functional, and sustainable solutions supported by a dedicated team of packaging experts who put customers first.

Contact:

Crystal Humphreys, Director of Marketing
Radius Packaging
262-278-2485
chumphreys@radiuspkg.com