



HERITAGE
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HERITAGE BAG COMPANY TO MAKE AND MARKET RUBBERMAID COMMERCIAL PRODUCTS-BRANDED CAN LINERS

(Carrollton, Texas) – Heritage Bag Company, the leading supplier of can liners and food bags sold to the commercial market, is partnering with Rubbermaid Commercial Products to manufacture and market a line of can liners under the Rubbermaid brand. Heritage will combine the respective strengths of the two companies in the commercial marketplace to build a line of products that will create new sales opportunities for its customers where there is currently a void.

“We are extremely excited about this partnership with Rubbermaid”, said Carl Allen, Jr, president and CEO of Heritage Bag. “Distributors and end users know and trust our respective companies, and this product category is a natural evolution of that. We believe by combining Rubbermaid’s name recognition and reputation for quality with our manufacturing, service, selling, and marketing expertise we will open up many new end-user and market channels to our customer base”.

Larry McIsaac, president of Rubbermaid Commercial Products, stated, “Our decision to work with Heritage on this initiative reflects our confidence in their abilities, and our belief that together, we are well positioned to be successful in this market segment.”

“The Rubbermaid brand instantly communicates best-in-class to facilities maintenance professionals. With Heritage’s expertise and reputation in this space, this program will make purchase decisions easy for people who want to know they are getting top quality and a highly regarded brand.”, said Scott Hoeft, VP-Marketing at Heritage.

Rubbermaid Commercial Products Can Liners from Heritage will be available in the first quarter of 2007.

About Heritage Bag Company

Heritage Bag Company, based in Carrollton, TX, is the leading supplier of commercial can liners and food bags sold to the institutional markets. The company makes a broad range of products at its six U.S. manufacturing and distribution facilities, and goes to market using a direct Heritage-employee sales organization. To learn more about Heritage Bag Company visit their website at www.heritage-bag.com.

About Rubbermaid Commercial Products

Rubbermaid Commercial Products, located in Winchester, VA, is a Newell Rubbermaid company. RCP continues to develop innovative products and system solutions in the categories of food service, cleaning, safety, material handling, waste and agriculture.