

PRESS RELEASE (For immediate release)

June, 2011

**HONOURING DEDICATION TO ENVIRONMENTAL PRINCIPLES**

The Eco-Efficiency Centre held its 12<sup>th</sup> Annual Environmental Excellence in Business Awards at the Westin Nova Scotian Hotel in Halifax on June 6<sup>th</sup>, 2011.

Representatives from business, government and the academic community filled the ballroom to celebrate environmental excellence by seven leading regional firms.

Farnell Packaging Limited was one of the leaders of the pack. Recognized for its success in incorporating environmental principles into its business practises is not new to the firm having received many awards for its on-going sustainable commitment. This Award was particularly rewarding as it recognized Farnell's leadership and unwavering commitment to the environment and the community.

Michelle Adams, Director of the Eco-Efficiency Centre, said it best: "Ultimately, it is the business community that will need to drive the sustainability agenda". "Business is the force of change and best positioned to be innovative, adaptive and progressive."

"Each year, we have the opportunity to recognize those businesses that employ these traits to find a more sustainable path. This year's award recipients have once again demonstrated that economic viability and environmental performance can go hand in hand."

Here, here!

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Farnell Packaging Limited is a manufacturer of flexible packaging materials supplying the food/consumer products sectors. A stroll down any grocery aisle will reveal Farnell film and label products at work. Fruit and produce, frozen foods, towel and tissue, etc. – all displaying bold "buy me" cutting-edge graphics produced in modern manufacturing facilities using leading technologies employed by a skilled and committed team focused on customer needs, continuous improvement and innovation.

***"A Name in Packaging"***

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