



National Watermelon Association, Inc.

PRESS RELEASE

April 11, 2014

The NWA - - in cooperation with a small group of growers & shippers, two paper manufacturers, and graphics support from the NWPB - - has created a brand new marketing vehicle that will sell 'more' watermelons at retail!

With over 200 different SKU's of watermelon bins across our country, the bin market is riddled with no brand presence, hundreds of logos used, excessive inventories, storage costs and more.

We approached this project with very specific goals in mind:

- Create a bin that will SELL MORE watermelons.
- Eliminate the clutter of wording, logos, etc.
- Make the file available to ALL paper companies and shippers.
- Minimize the SKU's nationally to reduce costs.
- Create a national marketing footprint at retail.

This is a PRE-PRINT bin which is now available for the summer 2014 season. We encourage ALL paper companies, retailers and shippers to use this bin (AND USE IT AS A REPLACEMENT OF bins that they are used today). Consumers will find the new bin attractive, and it will put our industry in better competition with other fruits & vegetables by allowing us to create and promote our brand - WATERMELONS!

The final art, created by the graphic design group at International Paper, can be accessed on their ftp site for your team to download. If you are a paper-box manufacturer and wish to access that file, please email Bob Morrissey at the NWA at bobm@nwawatermelon.com.

We are suggesting that any shipper or paper company that uses this bin use it in "replacement" of a current bin (or multiple bins). This has NOT been designed to become ANOTHER SKU. Quite the opposite - - We are on a mission to reduce SKU's and costs throughout the supply chain.

This is OUR BIN, endorsed by the NWA; supported by the NWPB. Please join us in this effort to reduce costs, increase sales, and create a national presence at retail with a bin that presents Watermelon as the Hero!

In future years, we will evaluate and adjust as necessary to assure that our bin reduces costs and SELLS MORE WATERMELONS! Our focus offers consumers a friendly bin that will SELL MORE WATERMELONS EVERY DAY at retail! Good Selling to you!