

FOR IMMEDIATE RELEASE**Transplace, RockTenn Host Forward-Thinking Consumer Packaged Goods Firms**

Hot Topics Covered Among Sunny Delight, Colgate-Palmolive and Del Monte Include Collaboration, Proactive Views from the Outside-In and "Green means Green"

September 2, 2009 (Dallas, TX) – Transplace, a leading provider of comprehensive transportation management solutions and logistics technology, today announced key trends in the marketplace for consumer goods companies. In addition, the third-party logistics (3PL) company presents solutions for managing these trends during the current economy, providing consumer product goods (CPG) companies' with long-term success.

At its recently hosted third annual Vendor Collaborative Summit in Atlanta, Transplace and attending CPG customers identified the most pressing issues and trends, including:

- Overall Cost Management
- Sustainability
- Inventory/Transportation
- Truckload Capacity, Market Conditions
- Changes in Network Tours
- Budgeting for 2010

Vice President of Value Chain Research for AMR Research, Lora Cecere said: "The key for success in this economic environment and beyond is to look from the outside-in. By viewing logistics from customers' eyes through the process, we can better plan for forecast accuracy, which includes product launch and the design of networks."

Her example of success was demonstrated in the AMR Research Supply Chain Top 25 list. The majority of the companies that meet the required ranking in criteria are IT companies, with only a few CPG companies represented, including Colgate-Palmolive.

"Most CPG companies have the capability and talent, but they also have longer cycle times and more touches than IT companies, which leaves more room for errors and inefficiencies," said Transplace vice president of operations Mark McEntire. "There is definitely an opportunity for driving out the waste when planning and designing the supply chain for the 2010 market. The drive for supply chain excellence requires balance of return on assets, measured inventory turns and consistent revenue growth. Most companies need assistance in at least one of those areas."

Driven by economic pressures, CPG companies are laser focused on driving cost out of the supply chain. Transplace assists by measuring across all of their customers the cost vs. benchmarks on a weekly basis. The company's Lean Six Sigma projects address the costs and identify areas for improvement. In addition, this process is assisted by the company's Microsoft Business Intelligence dashboards, providing much-needed visibility to costs as well as key performance indicators (KPIs).

--more--

As sustainability was a focal point of the meeting, it continues to be an important topic for CPG companies, not only for their social responsibility goals, but also because of Wal-Mart's recent announcement of its Sustainability Index and survey for suppliers. Transplace is a strong supporter of sustainable practices, especially where it makes economic sense for customers. In the past year, Transplace has become one of only three third-party logistics companies to win the EPA's SmartWay Excellence award. In addition, Transplace helps its customers such as Sunny Delight Beverages Company attain the SmartWay seal of approval. As it gains momentum, Transplace is prepared to assist more companies with preparing for the sustainable movement.

About Transplace

Transplace is a non-asset based third-party logistics (3PL) provider offering manufacturers and retailers the optimal blend of logistics technology and transportation management services. From complete logistics management outsourcing to intelligent transportation management systems (TMS) to supply chain network planning and design to high-quality brokerage services, Transplace has proven the ability to deliver both rapid return on investment and consistent value to customers. The company is recognized among the elite 3PLs in North America by a customer base that includes many of the largest shippers in the world.

In 2009, Transplace was awarded with the *Global Logistics and Supply Chain Strategies* "100 Great Supply Chain Partners" distinction for the sixth consecutive year and by *Supply & Demand Chain Executive* as a "Top 100" provider in supply chain transformation for the fourth consecutive year. In addition, Transplace was recognized by *Inbound Logistics* as a Top 10 3PL for the seventh consecutive year. To learn more about Transplace and the people behind "I Am Transplace," please visit www.transplace.com.

Contacts:

Suzy Watson
sgwatson@outlookmarketingsrv.com
312-873-3423

Kecia Gray
kecia.gray@transplace.com
214-277-1667

####