



Sealed Air Announces New Corporate Brand SEE®

May 2, 2023

New corporate brand and logo set the next stage in reinventing the company to shape the future of packaging

CHARLOTTE, N.C.--(BUSINESS WIRE)--May 2, 2023-- Sealed Air Corporation (NYSE: SEE) today announced it has officially changed its corporate brand to SEE®, taking the next step in reinventing the company.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230502005318/en/>



Sealed Air has evolved its corporate and iconic brands to SEE, showcasing a market-driven, customer-first, solutions company. SEE partners with customers to deliver packaging solutions integrating Automation, Digital and Sustainability, creating significant value for their businesses.

SEE's growth and earnings performance has significantly increased over the last five years built on the SEE Operating Model and executed by the SEE Operating Engine and SEE Operational Excellence.

Commenting on SEE's corporate rebrand, Ted Doheny, President and CEO said:

"We are relentlessly reinventing SEE from product driven to a world-class, market-led company powered by automation, digital

and sustainable packaging solutions."

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"SEE is making the future of packaging real and we expect this to enhance our valuation."

SEE supplies packaging for more than 30 billion products globally each year. SEE's new corporate brand represents the power of its brands and solutions that include equipment, services and materials. The company has grown and evolved beyond what it once was, and the new corporate brand and logo are a direct reflection of that transformation. SEE is continuously redefining what packaging does and can do by integrating automation, digital and sustainability into solutions that exceed the needs of its customers.

Automation: SEE enables customers to unlock productivity and savings by designing, manufacturing, sourcing and delivering automated packaging solutions with paybacks shorter than 3 years. The company is on a path to more than double its automation portfolio by 2027.

Digital: SEE's digital printing and online value-added services empower brand owners to improve business performance and operational efficiency. The company expects over 80% of its sales to be transacted digitally by 2027. SEE's solutions reach consumers through engaging and cost-effective digital designs and content.

Sustainability: SEE continuously brings customers new, innovative materials and applications that reduce waste, extend shelf-life, increase protection, enable circularity and reduce carbon impacts of products and packaging. Nearly 20% of its materials portfolio comes from recycled or renewable sources. SEE's Net Positive Circular Ecosystem makes sustainability affordable for customers by lowering their total cost through automation, digital and innovative packaging solutions.

SEE's new logo is a visual representation of the next stage in reinventing the company. The three crescents that make up the circle represent automation, digital and packaging with the full circle representing SEE's purposeful commitment to sustainability and circularity in everything we do.

"We are excited to become SEE," said Ted Doheny, SEE's President & CEO. "We are solving our customers' critical packaging challenges to make our world better than we find it."

From the History of Sealed Air to the Future of SEE

SEE (under its former trade name "Sealed Air") began in 1960 after an idea for insulated bubble wallpaper morphed into the iconic BUBBLE WRAP® packaging brand. In 1998 the company acquired Cryovac, establishing new leadership in food packaging. The company has grown into a global organization that provides essential packaging solutions to a vast array of industries including food, fluids & liquids and e-commerce.

Over the past five years, the company has made strategic acquisitions that accelerated the reinvention of the company, including the acquisition of [APS](#) (automated packaging systems), [Foxpak](#) (digital printing capabilities) and [Liquibox](#) (fluids & liquids packaging and dispensing).

SEE has approximately 17,300 employees across the world and serves customers in 120 countries and territories.

SEE's stock ticker (NYSE: SEE) will stay the same, as will its legal entity, which will remain Sealed Air Corporation. The company's suite of globally recognized solution brands will also remain the same, including **CRYOVAC**[®] food packaging, **LIQUIBOX**[®] fluids and liquids systems, **SEALED AIR**[®] protective packaging, **AUTOBAG**[®] automated packaging systems, **BUBBLE WRAP**[®] packaging, **SEE Automation**[™] and **prismiq**[™] digital packaging and printing.

About SEE

SEE (NYSE: SEE), is in business to protect, to solve critical packaging challenges, and to make our world better than we find it. Our automated packaging solutions promote a safer, more resilient, and less wasteful global food, fluids and liquids supply chain, enable e-commerce, and protect goods in transit from damage.

The company, under its former trade name, Sealed Air, announced its new "SEE" corporate brand and logo in May 2023.

Our globally recognized solution brands include **CRYOVAC**[®] food packaging, **LIQUIBOX**[®] fluids and liquids systems, **SEALED AIR**[®] protective packaging, **AUTOBAG**[®] automated packaging systems, **BUBBLE WRAP**[®] packaging, **SEE Automation**[™] and **prismiq**[™] digital packaging and printing.

Our partnership with customers creates value through sustainable, automated, and digital packaging solutions, leveraging our industry-leading expertise in materials, automation systems, engineering and technology.

Our SEE Net Positive Circular Ecosystem is leading the packaging industry in creating a more environmentally, socially, and economically sustainable future. We have [pledged](#) to design or advance 100% of our packaging materials to be recyclable or reusable by 2025, with a [bolder goal](#) to reach net-zero carbon emissions in our global operations by 2040. Our [Global Impact Report](#) highlights how we are shaping the future of the packaging industry. We are committed to a diverse workforce and a caring, inclusive culture through our [2025 Diversity, Equity and Inclusion pledge](#).

SEE generated \$5.6 billion in sales in 2022 and has approximately 17,300 employees (including Liquibox employees) who serve customers in 120 countries/territories. To learn more, visit [sealedair.com](#).

Website Information

We routinely post important information for investors on our website, [sealedair.com](#), in the Investors section. We use this website as a means of disclosing material, non-public information and for complying with our disclosure obligations under Regulation FD. Accordingly, investors should monitor the Investors section of our website, in addition to following our press releases, SEC filings, public conference calls, presentations and webcasts. The information contained on, or that may be accessed through, our website is not incorporated by reference into, and is not a part of, this document.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 concerning our business, consolidated financial condition, results of operations and cash flows. Forward-looking statements are subject to risks and uncertainties, many of which are outside our control, which could cause actual results to differ materially from these statements. Therefore, you should not rely on any of these forward-looking statements. Forward-looking statements can be identified by such words as "anticipate," "believe," "plan," "assume," "could," "should," "estimate," "expect," "intend," "potential," "seek," "predict," "may," "will" and similar references to future periods. All statements other than statements of historical facts included in this press release regarding our strategies, prospects, financial condition, operations, costs, plans and objectives are forward-looking statements. Examples of forward-looking statements include, among others, statements we make regarding expected future operating results, expectations regarding the results of restructuring and other programs, expectations regarding future impacts resulting from the Liquibox acquisition, anticipated levels of capital expenditures and expectations of the effect on our financial condition of claims, litigation, environmental costs, contingent liabilities and governmental and regulatory investigations and proceedings.

The following are important factors that we believe could cause actual results to differ materially from those in our forward-looking statements: global economic and political conditions, including recessionary and inflationary pressures, currency translation and devaluation effects, changes in raw material pricing and availability, competitive conditions, the success of new product offerings, failure to realize synergies and other financial benefits from the acquisition of Liquibox within the expected time frames, greater than expected costs or difficulties related to the integration of Liquibox, consumer preferences, the effects of animal and food-related health issues, the effects of epidemics or pandemics, including the Coronavirus Disease 2019, negative impacts related to the ongoing conflicts between Russia and Ukraine and related sanctions, export restrictions and other counteractions thereto, changes in energy costs, environmental matters, the success of our restructuring activities, the success of our merger, acquisition and equity investment strategies, the success of our financial growth, profitability, cash generation and manufacturing strategies and our cost reduction and productivity efforts, changes in our credit ratings, the tax benefit associated with the Settlement agreement (as defined in our 2022 Annual Report on Form 10-K), regulatory actions and legal matters and the other information referenced in the "Risk Factors" section appearing in our most recent Annual Report on Form 10-K, as filed with the Securities and Exchange Commission, and as revised and updated by our Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Any forward-looking statement made by us is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statements, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

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