



## Rehrig Pacific Company Launches New PUBKEG 1/6<sup>th</sup> Barrel Rental Program

**LOS ANGELES, Calif. – Mar. 13, 2014** –Rehrig Pacific Company, a leading manufacturer of [reusable transport packaging](#) systems for beer, wine, spirits, grocery, retail, pharmaceutical, food and beverage, agriculture, and recycling and waste industries launched Rehrig Pacific’s new PUBKEG Program, a per-trip 1/6<sup>th</sup> barrel rental solution for breweries and wineries. The new PUBKEG Program allows breweries and wineries to ship full kegs while Rehrig handles their tracking, return and recycling.

The PUBKEG Program is a flexible solution that can help increase sales, expand geographic reach, reduce costs and free up capital allowing companies to serve more customers with an attractive, predictable COGS. Rehrig’s PUBKEG Program provides a new and pristine package to deliver products into the market with confidence. The retailer or wholesaler recycles the interior bottle – and Rehrig does the rest.

“With low deposit fees, low lost equipment charges and no exclusivity, the PUBKEG Program compliments and quickly expands brewer’s existing cooperage floats, saves precious capital and lowers fees throughout the supply chain. PUBKEGS truly are the best 1/6<sup>th</sup> barrel packaging solution.” said Leslie LeMair, Industry Manager - beer, wine and spirits, Rehrig Pacific Company. “Rely on Rehrig to reduce worries about keg management so you can focus on production and opening new markets coast to coast for your beer or wine.”

Rehrig Pacific developed the first RFID-enabled reusable, PET 1/6<sup>th</sup> barrel solution. The easy-to-handle PUBKEG is a simple and turn-key packaging option compatible with existing filling equipment. PUBKEGs are designed using a standard U.S. Sankey style valve for seamless integration with existing systems. PUBKEG components are fully recyclable, and full kegs are an OSHA friendly 49 pounds for safer manual handling. Lighter weight kegs mean brewers can ship more beer per truckload. Brewers and wineries can expand sales channels and quickly enter new or seasonal markets because PUBKEGs are available and ready-to-ship just in time.

For more information about Rehrig Pacific Company and its full line of products and services visit: [www.rehrigpacific.com](http://www.rehrigpacific.com) or call (800) 421-6244.

### About Rehrig Pacific Company

Rehrig Pacific’s Supply Chain Solutions group has grown to become a leader in delivering economical and environmentally sustainable supply chain solutions by challenging the status quo of retail supply chains to optimize the value creation across all trading partners. Partnering with both retailers and manufacturers, Rehrig Pacific serves the agriculture, bakery, beverage, dairy, food processing, general merchandise and pharmaceutical industries among many others. In addition to design and manufacture of reusable transport packaging including pallets and RPCs, Rehrig is leading industry efforts to lower costs with advanced direct-store-delivery (DSD) systems. As part of a retail focus, Rehrig is helping companies build brand equity and enhance consumer experience by combining intelligent secondary packaging and interactive in-store, point-of-sale displays. Rehrig Pacific technology services include hardware and software for the collection of real-time case load temperature and GPS tracking data, and more, across the supply chain. Headquartered in Los Angeles, Calif., Rehrig serves customers in North and South America with manufacturing and service locations throughout the U.S. and Mexico.

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