



NEWS RELEASE

30 March 2016

Orora delivers innovation to Australia's Cold Chain

The quality of fresh produce, meat and dairy products on retail outlet shelves is set to improve significantly thanks to an innovative cold-chain monitoring system called Xsense® that is being introduced to Australia by Orora Limited.

A newly formed exclusive distributorship agreement between Orora Limited and Israel-based BT9 will enable those involved in cold chain management to see the conditions under which perishable products are being stored and transported, from the farm right through to the retail outlet.

"The Xsense® system provides real-time, accessible data allowing prompt cold chain supply decisions, leading to proactive Quality Assurance practices that are visible to all key stakeholders.

"This system is a leader in providing a holistic approach to cold-chain management. It monitors, analyses and disseminates relevant quality data and recommendations throughout the entire cold chain," said Orora Limited Managing Director and CEO Nigel Garrard

Costs are significant to all stakeholders when the cold chain supply has been unknowingly compromised. Access to real-time reporting gives those involved along the cold chain an opportunity to strategically intervene before product damage may occur. The Xsense® system's automated analytics and reports gives Orora customers the tools to identify and correct any problems, such as temperature fluctuations, to maintain the quality of perishable products, reduce waste, streamline logistics and increase profitability.

This innovative Xsense® system will complement the fit-for-purpose corrugated cartons and integrated logistics network Orora Fibre Packaging already provides to the Australian market.

"Orora is continually looking for new and innovative ways to add real and demonstrable value to our customer's business. This technology has been widely used overseas and we are delighted to be able to bring it to Australia for the benefit of Orora customers and, ultimately, for the benefit of all Australians who buy and consume products that depend upon effective cold chain operations," Mr Garrard said.

"We will work with our customers to tailor solutions using the Xsense® system and further improve supply-chain performance".

In October, Orora Limited also announced a strategic partnership with AHG Refrigerated Logistics. These announcements complement the company's strategy of providing a complete packaging solution to the market, focusing on product and service innovations that add value to customers.

Customers interested in learning more about the use and benefits of the Xsense® system should contact their Orora account manager, Orora Fibre Packaging on 03 9811 7111, or via E-mail at

OFP.Xsense@ororagroup.com

Enquiries

Tess Hughes

Group Manager, Corporate Affairs, Orora Limited

M: +61 437 251 244 | E: tess.hughes@ororagroup.com



About Orora Limited

Orora Limited is a leader in innovative packaging solutions, employing 5,700 people across 124 sites in seven countries. Orora supplies a broad range of fibre, metal and glass packaging solutions, as well as packaging-related services including distribution and recycling. The team at Orora prides itself on innovation, working closely with its customers to deliver design and engineering services that ultimately improve the way people consume products in everyday life. Orora is headquartered in Melbourne, Australia and is listed on the Australian Securities Exchange. Please visit www.ororagroup.com.

About BT9 Limited

BT9 Limited is an end-to-end, real-time cold chain management (CCM) solution provider. Its Xsense® CCM technology is currently used around the globe by large as well as small-medium companies. Located in Migdal Tefen Industrial Park, Israel, BT9 is privately held and employs a team of multidisciplinary professionals with industry and subject matter expertise spanning life sciences, agronomy, plant physiology, embedded and software applications technology, data analysis and logistics. BT9 maintains a global network of technical and sales support partners. Please visit www.bt9-tech.com. Xsense® is a registered trademark of BT9 Limited.