

**CCL Industries Inc.**

105 Gordon Baker Road, Suite 500, Toronto, ON M2H 3P8, Canada  
Tel +1 (416) 756-8500 www.cclind.com



## News Release

*For Immediate Release, Monday, March 1, 2016*

Stock Symbol: TSX – CCL.A and CCL.B

# CCL INDUSTRIES ANNOUNCES TWO NEW APPOINTMENTS

**Toronto, March 1st, 2016** – CCL Industries Inc. (“CCL”), a world leader in specialty label and packaging solutions for global corporations, small businesses and consumers, announced today that it has appointed Guenther Birkner (43) as President of the Healthcare & Specialty business at CCL Label in addition to his existing responsibilities in Food & Beverage. Peter Fleissner (62) is appointed President of CCL Design, reflecting the growing importance of this new sector to CCL, especially following the acquisitions of Worldmark, Woelco and Zephyr announced since November 2015.

Both executives continue to report to Geoffrey T. Martin, President & CEO of CCL who commented, “Guenther and Peter are deeply experienced industry leaders who have overseen dramatic expansions in their businesses during their CCL careers. Guenther joined us through our founding investment in the food & beverage space at Pachem in Austria in 2003, and Peter with the acquisition of CD Design in 2008; the initial platform to build our presence in the durable goods sector. Together with Ben Rubino, President Home & Personal Care for both CCL Label and CCL Container, and Jim Sellors, President, Avery North America they run most of our global operations, supported by cross business unit regional leadership teams and joint ventures that handle directly Emerging Market organizations. We are very fortunate to have such a formidable group of operating leaders.”

### ***Forward-looking Statements***

This press release contains forward-looking information and forward-looking statements (hereinafter collectively referred to as “forward-looking statements”), as defined under applicable securities laws, that involve a number of risks and uncertainties. Forward-looking statements include all statements that are predictive in nature or depend on future events or conditions. Forward-looking statements are typically identified by the words “believes,” “expects,” “anticipates,” “estimates,” “intends,” “plans” or similar expressions. Statements regarding the operations, business, financial condition, priorities, ongoing objectives, strategies and outlook of the Company, other than statements of historical fact, are forward-looking statements. Specifically, this press release contains forward-looking statements regarding the integration of this acquisition by CCL.

Forward-looking statements are not guarantees of future performance. They involve known and unknown risks and uncertainties relating to future events and conditions including, but not limited to, the after-effects of the global financial crisis and its impact on the world economy and capital markets; the impact of competition; consumer confidence and spending preferences; general economic and geopolitical conditions; currency exchange rates; interest rates and credit availability; technological

change; changes in government regulations; risks associated with operating and product hazards; and CCL's ability to attract and retain qualified employees. Do not unduly rely on forward-looking statements as the Company's actual results could differ materially from those anticipated in these forward-looking statements. Forward-looking statements are also based on a number of assumptions, which may prove to be incorrect, including, but not limited to, assumptions about the following: global economic recovery and higher consumer spending; improved customer demand for the Company's products; continued historical growth trends, market growth in specific sectors and entering into new sectors; the Company's ability to provide a wide range of products to multinational customers on a global basis; the benefits of the Company's focused strategies and operational approach; the achievement of the Company's plans for improved efficiency and lower costs, including stable aluminum costs; the availability of cash and credit; fluctuations of currency exchange rates; the Company's continued relations with its customers; general business and economic conditions. Should one or more risks materialize or should any assumptions prove incorrect, then actual results could vary materially from those expressed or implied in the forward-looking statements. Further details on key risks can be found in the Management's Discussion and Analysis section of CCL's 2015 Annual Report, particularly under Section 4: "Risks and Uncertainties." CCL's annual and quarterly reports can be found online at [www.cclind.com](http://www.cclind.com) and [www.sedar.com](http://www.sedar.com) or are available upon request.

Except as otherwise indicated, forward-looking statements do not take into account the effect that transactions or non-recurring or other special items announced or occurring after the statements are made may have on CCL's business. Such statements do not, unless otherwise specified by the Company, reflect the impact of dispositions, sales of assets, monetizations, mergers, acquisitions, other business combinations or transactions, asset write-downs or other charges announced or occurring after forward-looking statements are made. The financial impact of these transactions and non-recurring and other special items can be complex and depends on the facts particular to each of them and therefore cannot be described in a meaningful way in advance of knowing specific facts. The forward-looking statements are provided as of the date of this press release and the Company does not assume any obligation to update or revise the forward-looking statements to reflect new events or circumstances, except as required by law.

**CCL Industries** employs more than 13,000 people operating 122 production facilities in 31 countries on 6 continents with corporate offices in Toronto, Canada and Framingham, Massachusetts. **CCL Label** is the world's largest converter of pressure sensitive and extruded film materials for a wide range of decorative, instructional and functional applications for large global customers in the consumer packaging, healthcare & chemicals, consumer durable, electronic device & automotive markets. Extruded & laminated plastic tubes, folded instructional leaflets, precision decorated & die cut components, electronic displays and other complementary products and services are sold in parallel to specific end-use markets. **Avery** is the world's largest supplier of labels, specialty converted media and software solutions to enable short-run digital printing in businesses and homes alongside complementary products sold through distributors and mass market retailers. **CCL Container** is a leading producer of impact extruded aluminum aerosol cans and bottles for consumer packaged goods customers in the United States and Mexico. **CCL** partly backward integrates into materials science with capabilities in polymer extrusion, adhesive development and coating, surface engineering and metallurgy that are deployed across all three business segments.

For more information, contact:

Sean Washchuk

Senior Vice President  
and Chief Financial Officer

416-756-8526

For more details on CCL, visit our website – [www.cclind.com](http://www.cclind.com)