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FOR IMMEDIATE RELEASE

Steel Shipping Container Institute Re-Brands As Industrial Steel Drum Institute, Launches New Website

ARLINGTON, Va. (May 6, 2013) –The former Steel Shipping Container Institute today announced that it has adopted a new name, the Industrial Steel Drum Institute (ISDI), along with a new logo and website.

The new website, at www.whysteeldrums.org, provides purchasers of industrial packaging, warehouse managers where such packaged products are stored, corporate risk managers, fire protection professionals, and others with a valuable new tool that provides helpful information about the benefits of steel drums, how steel drums are made, and resources available to the industry.

“Industrial packaging has evolved a lot since SSCI was founded in 1944,” noted Kyle R. Stavig, Chairman of ISDI and CEO of Myers Container LLC. “More than 110 years after its creation, the steel drum remains an industrial packaging mainstay, even in the face of evolving technologies that have created alternative options.”

“Through our new name and brand,” Stavig continued, “we are re-dedicating ourselves to our mission of promoting steel drums as an affordable, safe and sustainable option for transporting a wide range of products, everything from food additives and concentrates to petroleum products and, especially, high-hazard chemicals.”

The change in identity also will eliminate any confusion about what ISDI members produce. The Institute remains an American non-profit trade association with member facilities primarily in the United States and Canada.

“We are particularly excited about our new online resource,” said John McQuaid, ISDI’s Executive Director. “We serve as the industry’s advocate before federal agencies and the U.S. Congress, act as liaison with other industry groups and individual corporations, and play an active role with international organizations. The website now helps us provide these key audiences with the best information.”

In the coming weeks, ISDI will be promoting its new identify among both internal and external audiences. At the same time, the organization will continue to add timely and pertinent website content and enhance online resources for Institute members and the public alike.

About the Industrial Steel Drum Institute (ISDI)

ISDI, formerly known as the Steel Shipping Container Institute, represents the industry before federal agencies and the U.S. Congress, acts as liaison with other industry groups and individual corporations, and plays an active role with international organizations, including the U.N. Committee of Experts on the Transport of Dangerous Goods. ISDI’s mission is to promote the common interests of its members through government relations, technical research, education and information exchange, media relations, and generic marketing programs. For more information, visit <http://www.whysteeldrums.org>