



# Press Release

For Immediate Release  
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## **ISTA Announces Sam's Club Simulated Test Procedure Development Program**

The International Safe Transit Association (ISTA), with the cooperation of Sam's Club, a division of Wal-Mart Stores Inc., is entering into an innovative program to conduct a major study of the Sam's Club distribution environment. This program is being developed in order to assist Wal-Mart reach its goal to reduce packaging by 5 percent throughout its supply chain by 2013. The project calls for ISTA to develop company-specific tests for Sam's Club which will measure and observe the company's distribution environment, analyze the data, develop simulated packaged-product test procedures and provide Sam's Club suppliers with technical and educational support.



When designing packaging for the retail environment, companies must have a clear understanding of the distribution hazards present and the levels of intensity at which they occur. Having a laboratory performance test allows a user to design a package that doesn't under or over-package an item. Over-packaging creates more waste than required to transport and sell an item, and under-packaging creates more product damage.

ISTA is offering a great opportunity for interested parties to become part of this important endeavor. Information on program sponsorship is available at the ISTA website at [www.ista.org](http://www.ista.org). For more information contact Ed Church, Executive Director of ISTA, at [echurch@ista.org](mailto:echurch@ista.org).

International Safe Transit Association is an organization focused on the specific concerns of transport packaging, and ISTA test procedures define how packages should perform to ensure protection of their contents. Use of ISTA test procedures reduces risks in the transport environment and increases confidence in the safe delivery of a tested packaged-product. ISTA pioneered the concept of package performance testing and certification nearly 60 years ago and today their test procedures and certifications programs are at the forefront of Transport Packaging. ISTA members include shippers who manufacture and distribute products, carriers who provide the distribution means, organizations that supply packaging materials and services, and testing laboratories that perform packaged-product performance tests.

**ISTA Distributing Confidence, Worldwide.™**

For more information, contact Ed Church, Executive Director, International Safe Transit Association  
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