



NEWS RELEASE

For more information, contact:
Andi Peeters, Marketing Manager, Carbonless
(920) 991-7051; apecters@appletonideas.com

FOR IMMEDIATE RELEASE

Appleton Names Winner for “Team Appleton” Multi-Function Digital Printer Promotion

APPLETON, Wis., March 14, 2011—Appleton recently announced that Quick Reliable Printing, a full-service printer located in Midland, Mich., has won its “Team Appleton” carbonless sheet printer “Multi-Function Digital Printer” giveaway grand prize of \$4,800 toward a multi-function digital printer.

“The goal of the promotion was to raise awareness and help celebrate the fact that NCR PAPER* brand Superior carbonless sheet paper is now guaranteed to run clean and smooth on all toner-based digital equipment, including black and white and color digital” said Jenny Boone, Appleton marketing director for carbonless and security papers. “Additionally, Superior is also guaranteed to run on offset, digital duplicators, and inkjet forms printing equipment.

“The contest was not only a way to further commemorate the launch of new Superior, but also a way for Appleton to capture ongoing feedback from carbonless sheet printers and thank them for their brand loyalty,” Boone added.

Founded in 1979, Quick Reliable Printing specializes in two- and four-color digital and offset printing applications. Producing offset-printed business forms since its beginning, Quick Reliable Printing has been running digital forms for approximately 15 years.

“For the 25 years I’ve been with Quick Reliable Printing, and since its founding, we’ve run Appleton products,” said Rob Anderson, production manager for Quick Reliable Printing. “The newly reformulated NCR PAPER* brand Superior carbonless runs excellent. The fact that Superior has the ability to run on both digital and offset equipment is an advantage to us. We no longer have to use two different types of carbonless stock, all we need is Superior carbonless sheet paper to run both digital and offset jobs.”

Quick Reliable Printing learned about the multi-function digital printer promotion through an email from Appleton. “Winning the giveaway has been very exciting,” said Anderson. “When we heard the shop had won, we were pleasantly surprised.”

NCR PAPER* brand Superior carbonless sheet paper is qualified for printing on all Kodak NexPress digital models and HP (Hewlett-Packard) Indigo 5500 and 7000 series of presses. Along with these qualifications, Superior is now available in the 12-inch by 18-inch size to meet the needs of digital printing.

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ADD ONE, Appleton/Multi-Function Digital Printer Promotion

The reformulated NCR PAPER* brand Superior carbonless has a heavy basis weight, consistent caliper and provides an overall stiff sheet for consistent performance and runnability, and better all-around quality from all forms printing equipment. Superior delivers a high-end appearance, due to its 92 bright rating and enhanced ink and toner adhesion characteristics. Edge padding offers a strong bond designed to hold form piles together, yet allow the form sets to fan apart more easily. A micro-perforated option is also available under the brand name, Superior Perf.

All NCR PAPER* brand carbonless grades are environmentally responsible and made in the United States at Appleton's FSC-certified facilities with ISO 14001:2004-certified environmental management systems. Superior is recyclable and made with vegetable-oil-based capsules.

More information about the reformulated NCR PAPER* brand Superior carbonless sheet paper is available at www.appletonideas.com/superior.

Appleton creates product solutions through its development and use of coating formulations, coating applications and encapsulation technology. The Company produces carbonless papers, thermal papers, security and Encapsys® products. Appleton, headquartered in Appleton, Wisconsin, has manufacturing operations in Wisconsin, Ohio, and Pennsylvania, employs approximately 2,000 people and is 100-percent employee owned. For more information visit www.appletonideas.com.

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