



NEWS RELEASE

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FOR IMMEDIATE RELEASE

**Appleton Launches First NCR PAPER* Brand Carbonless
for Both Offset and Digital Equipment**
Guaranteed performance for all forms printing equipment

APPLETON, Wis., March 8, 2010—Appleton has reformulated its flagship NCR PAPER* brand Superior carbonless sheet paper and guaranteed it to run on all forms printing equipment, including offset, digital duplicators, black-and-white digital, color digital and inkjet.

“The sheet printing market is increasingly moving to toner-based printing systems,” said Jenny Boone, marketing director, carbonless papers. “Having one product printers can use on all their offset and digital equipment is more convenient and cost-effective. It simplifies printers’ carbonless inventory and eliminates the hassles associated with stocking multiple grades.”

The reformulated NCR PAPER* brand Superior is guaranteed to run clean and smooth on offset and digital equipment. The stock has a heavier basis weight, consistent caliper and provides an overall stiffer sheet for consistent performance and runnability, and better all-around forms quality from all forms printing equipment.

Superior is now 92 bright, making the carbonless paper whiter and brighter. Ink and toner adhesion have also been enhanced, resulting in a more high-end appearance. Appleton also improved the edge padding performance of Superior, with a stronger bond to hold form plies together, yet allow the form sets to fan apart more easily. It is also available micro-perforated under the new brand name of Superior Perf.

“Appleton is fully committed to the ongoing development of product solutions,” said Sarah MacDonald, vice president, carbonless business unit. “We conducted extensive research to determine exactly what the carbonless sheet market needs for the long-term and have made a significant investment in developing Superior to meet those needs.”

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ADD ONE, Appleton NCR Paper* Brand Superior

Superior, like all NCR PAPER* brand carbonless grades, is environmentally responsible and made in the United States at FSC-certified facilities with ISO 14001:2004-certified environmental management systems. Superior is recyclable and includes vegetable-oil-based capsules. Appleton also offers FSC-certified sheet products in stock and on request.

More information about the newly 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, thermal, security and performance packaging products. Appleton, headquartered in Appleton, Wisconsin, has manufacturing operations in Wisconsin, Ohio, Pennsylvania, and Massachusetts, employs approximately 2,100 people and is 100 percent employee-owned. For more information, visit www.appletonideas.com.

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* NCR PAPER is a registered trademark licensed to Appleton.