



NEWS RELEASE

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

FOR IMMEDIATE RELEASE

**Appleton Celebrates the Uniqueness and Culture of the Printing Industry
with the “Team Appleton” Appy Awards**
Online photo contest rewards printers in four distinct categories

APPLETON, Wis., Nov. 18, 2010—Appleton recently announced it has established the “Team Appleton” *Appy Awards*, an exclusive online contest to honor the uniqueness and culture of the printing industry. Hosted on the [Team Appleton forum](#), the contest will run through Jan. 15, 2011. The winners will be announced on Jan. 28, 2011.

The contest encourages carbonless sheet printers to submit digital photos that fit one of four award categories:

- **Distinctive Print Shop Pets** – any type of pet that hangs out in a print shop and has some unique characteristic that can be captured in a photo.
- **Clever Print Shop Jury-Rigs** – the best and brightest shop fixes that required ingenuity, but not necessarily tools.
- **Crustiest Printing Aprons** – well-loved aprons that have collected an incredible amount of gunk in the line of duty.
- **Interesting Print Shop Conversation Pieces** – the unconventional artwork, collections and desktop treasures found in a print shop.

“Every print shop has its own personality,” said Jenny Boone, Appleton marketing director for carbonless and security papers. “We wanted to host a fun contest that would capture the individuality and creativity of print shops across the country and leverage that individuality into bragging rights.”

The top winner in each category will receive an exclusive Appy Awards trophy designed with NCR PAPER* brand Superior in mind. Superior, the “All-Terrain Carbonless,” is guaranteed to run on all forms printing equipment, including offset, digital duplicators, black-and-white digital, color digital and inkjet. The trophy is a miniature replica of a carton of Appleton’s new NCR PAPER* brand Superior, modified to look like an all-terrain vehicle.

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ADD ONE, Appleton Appy Awards

In addition to the trophy winners, the top 10 runners-up in each category will receive one of the following prizes: lint rollers for print shop pet winners; rolls of duct tape for print shop jury-rig winners; new printing aprons for crusty printing apron winners; and novelty drinking birds for the conversation piece winners.

In order to participate, individuals must be a member of the Team Appleton forum – free registration is available online. To enter the contest, it's recommended that participants submit one or more digital photos that fit one of the award categories, via the Team Appleton Forum. There is no limit to the number of photos contest participants can submit, or the number of categories participants can enter.

For official contest rules, visit www.teamappleton.com/appys. More information about 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 Encapsys® microencapsulation 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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