



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Appleton Names ATV Winner for “Team Appleton” Promotion Launching Reformulated NCR PAPER* Brand Superior Carbonless

APPLETON, Wis., Oct. 11, 2010—Appleton recently announced that Robin Heinrich, operations manager of Elmwood Press, Elmwood Park, N.J., has won its “Team Appleton” carbonless sheet printer “All-Terrain” giveaway grand prize of a 2010 Polaris® Trail Boss® 330 ATV.

The ATV giveaway celebrates the reformulated Appleton flagship “all-terrain” NCR PAPER* brand Superior carbonless sheet paper, which is guaranteed to run on all forms printing equipment, including offset, digital duplicators, black-and-white digital, color digital and inkjet.

“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 on anything, making it the first ‘all-terrain’ carbonless,” said Jenny Boone, Appleton marketing director for carbonless and security papers. “The contest was also a way for Appleton to capture ongoing feedback from carbonless sheet printers.”

Founded in 1989, Elmwood Press is a full-service printer that specializes in two-color and four-color offset printing applications, and has produced business forms since its founding.

“In the nine years I’ve been with the Elmwood Press, I’ve never encountered any problems with running the NCR PAPER* brand Superior carbonless, nor have I received any complaints from those customers requesting their project be run using Superior,” Heinrich said. “The reformulated NCR PAPER* brand Superior carbonless runs very well.”

Heinrich learned about the ATV contest through an email she received from Appleton. “It was very exciting to find out that I had won the ATV,” she said. “I’m still in shock over the whole thing.”

The reformulated NCR PAPER* brand Superior carbonless is guaranteed to run clean and smooth on both 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 quality from all forms printing equipment.

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ADD ONE, Appleton All-Terrain Giveaway

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. Superior is also available micro-perforated, under the brand name Superior Perf.

NCR PAPER* brand Superior carbonless sheet paper has received HP (Hewlett-Packard) Indigo certification for printing on HP Indigo 5500 and 7000 series of presses. Along with its new HP Indigo certification, Superior will now be stocked in the 12-inch by 18-inch size to meet the needs of digital printing.

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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