



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Appleton NCR PAPER* Brand Superior Carbonless Receives HP Indigo Certification *Recently reformulated for both digital and offset equipment*

APPLETON, Wis., May 26, 2010—Appleton’s newly reformulated 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. The Printing Applications Laboratory of the Rochester Institute of Technology (RIT) conducted the certification.

“The HP Indigo platform of digital printing is helping lead the expansion of color digital,” said Jenny Boone, Appleton’s marketing director, carbonless papers. “HP Indigo certification distinguishes NCR PAPER* brand Superior as a premier carbonless choice for digital printers.

“This certification also confirms the performance characteristics we set out to establish when we reformulated Superior for both digital and offset equipment. The new Superior represents true cross-platform printability that simplifies the ability of printers to leverage digital technology and expand their capabilities.”

The reformulated NCR PAPER* brand Superior has a heavier basis weight, uniform caliper and an overall stiffer sheet for consistent performance and runnability. It is the only HP Indigo-certified carbonless paper with a 100-percent satisfaction guarantee to perform on both digital and offset equipment.

“Appleton has an ongoing commitment to developing product solutions that meet current and future needs of carbonless sheet printers,” Boone said. “The increasing movement to the digital platform will continue to expand and color digital is leading the way. NCR PAPER brand Superior and HP Indigo certification offers a competitive advantage for printers to grow their market share.”

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ADD ONE, Appleton NCR PAPER* Brand Superior/HP Indigo

Superior carbonless delivers a high-end appearance due to its 92 bright rating, and enhanced ink and toner adhesion characteristics. Edge padding offers a stronger bond designed to hold form plies together, yet allow the form sets to fan apart more easily. A micro-perforated option is also available under the new brand name, Superior Perf.

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. The guarantee behind Superior includes all uncollated, precollated, cut and folio sizes. Appleton also offers a Special Making Program for non-standard sizes, special collations and other custom features.

Like all NCR PAPER* brand carbonless grades, Superior 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 made with vegetable-oil-based capsules.

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 encapsulation technology. The Company produces carbonless papers, thermal papers, Encapsys products 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.