

PAPER 2013

Convention Daily

SUNDAY, MARCH 17, 2013

Schedule of Events

(all meetings and events are being held at the Fairmont Chicago)

SUNDAY, MARCH 17, 2013

- 12:00 – 6:00 p.m.
Paper2013 Registration
Paper2013 Convention
Daily Desks
P'13 Lounge
Moulin Rouge Room, Lobby Level
- 4:00 – 6:00 p.m.
Official Hospitality Suites Open

MONDAY, MARCH 18, 2013

- 7:00 a.m. – 5:30 p.m.
Paper2013 Registration
Paper2013 Convention
Daily Desks
P'13 Lounge
Moulin Rouge Room, Lobby Level
- 8:00 a.m. – 4:00 p.m.
Official Hospitality Suites Open
- 10:30 – 11:00 a.m.
Paper Check-off Information Session
"Investing in our Future – The Paper Check-off"
(open to all Paper2013 registrants)
Ambassador Room, 2nd Level
- 4:00 – 5:30 p.m.
Industry Leadership Session
(suites closed)
Sponsored by Domtar
International Ballroom, 2nd Level
- 5:30 – 6:30 p.m.
Paper2013 Reception
(open to all Paper2013 registrants)
International Ballroom, 2nd Level

TUESDAY, MARCH 19, 2013

- 8:00 a.m. – 4:00 p.m.
Paper2013 Registration
Paper2013 Convention
Daily Desks
P'13 Lounge
Moulin Rouge Room, Lobby Level
- 8:00 a.m. – 12:00 p.m.
Official Hospitality Suites Open
- 12:00 – 2:30 p.m.
Paper2013 Luncheon
Sponsored by Graphic Packaging and International Paper
International Ballroom, 2nd Level
- 2:30 – 6:00 p.m.
Official Hospitality Suites Open

Welcome to Paper2013

From Donna Harman, President & CEO, AF&PA and Kevin Gammonley, CEO, NPTA Alliance



Donna Harman



Kevin Gammonley

On behalf of the American Forest & Paper Association (AF&PA) and the NPTA Alliance, welcome to Paper2013 in Chicago!

This year's "Passport to Opportunities" includes a variety of sessions and chances to network with your industry colleagues.

Monday's Industry Leadership Session kicks off our program with a distinguished panel of CEOs representing key segments of the paper

industry, providing their perspectives on emerging issues, trends and the future of the paper industry.

During a Monday morning session, Paper Check-off Panel members answer questions industry participants have about the proposed Paper Check-off program and the recently issued call for Board nominations.

Tuesday's Luncheon features respected author, economist, educator and speaker Dr. Jeffrey Rosensweig. Known for his unique ability to deliver original and useful business content in an engaging and dynamic presentation style, Dr. Rosensweig will focus his presentation on emerging markets as well as economic, business and demographic trends impacting the paper and

paper-based packaging industry.

During the Luncheon, David S. McGehee of Mac Papers will be presented with the NPTA Stanley O. Styles Industry Excellence Award.

Also on Tuesday, RISI hosts a seminar on the market outlook for printing-writing paper, paperboard, and recovered fiber. Topics will include influences from technology, Asian supply growth, operating rates and rising mill cash costs.

Throughout Paper2013, other sessions, suite meetings and various association committee meetings will take place.

We hope that you find the programming and networking opportunities valuable and interesting. We appreciate your participation and wish you the very best for 2013.

The Responsible Package® Initiative — Paper-based Packaging

The Responsible Package initiative promotes the versatile and sustainable packaging solutions provided by paper-based packaging such as paperboard, corrugated, and paper bag and sack products.

To discover new ways to promote the recyclability and sustainability of paper-based packaging to younger generations, The Responsible Package launched two projects. TRU Research, a global leader in youth research and insights, conducted the first project, which explored Millennials' (ages 16-27) views of paper-based packaging. The research identified actionable insights for the paper-based packaging industry to ensure the presence and use of its products in future generations.

For the second project, The Responsible Package partnered with

youth and family-based educational marketing firm Kaleidoscope to develop a youth education outreach program for 3rd - 6th grade students. The program educates kids and their families on the benefits of paper-based packaging and helps them to understand why paper-based packaging is a responsible option or choice.

The research identified actionable insights for the paper-based packaging industry to ensure the presence and use of its products in future generations.

The paper-based packaging industry has an impressive story to tell, one that includes sustainable forestry, exceptional recovery rates for recycling, energy and waste

management efficiency, and reduced environmental impacts — all of which contribute to responsible and affordable packaging solutions.

Officially launched in 2009, The Responsible Package is funded by the following organizations: American Forest & Paper Association, Association of Independent Corrugated Converters, Corrugated Packaging Alliance, Fibre Box Association, Paperboard Packaging Alliance, Paperboard Packaging Council, Paper Shipping Sack Manufacturers' Association, and Renewable Bag Council.

To find learn more about our most recent projects and learn more about paper-based packaging, visit www.theresponsiblepackage.com. Be sure to follow us on Twitter too @PaperbasedPkg.



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USDA Biopreferred Programs Create Market Barriers for Paper Products

AF&PA – The U.S. Department of Agriculture (USDA) administers the Biobased Markets Programs, marketed by USDA as the Biopreferred Programs, which was authorized by the 2008 Farm Bill to promote biobased products. The program is comprised of two separate initiatives: Product Labeling, which allows the USDA to authorize manufacturers and vendors of biobased products to use a “USDA Certified Biobased Product” mark in the U.S. marketplace; and a Federal Procurement Preference, which gives a federal government preference for the purchase of biobased products. While USDA’s BioPreferred Programs are well-intentioned, their implementation has created a market disadvantage for U.S. forest products and, in some cases, provided a preference for imported products.

The market labeling component of the program is particularly troubling. Without scientific justification, the label is deceptive to the public as it implies that the biobased attributes of products currently eligible are environmentally superior to those of forest products, which is generally inaccurate.

USDA has stated that forest products are not new. We know the forest products industry has greatly transformed itself over the past 40 years — the way trees are grown and harvested has reached a level of re-

source sustainability (sustainable forestry) that is unmatched by other industries. The processes used to make products are different and the products themselves have evolved to address new demands and technology, resulting in products such as laser printer papers, inkjet papers, and papers with recovered fiber content. The forest products industry continues to innovate with new products and technology — many of the papers and packaging used today were not in existence just a few years ago.

The majority of forest products are excluded from the Biopreferred Programs even though they could have up to 100 percent biobased content. Conversely, other products, some with only minimal biobased content, are eligible to be included in the programs. This clearly contradicts the law’s intent of encouraging “the purchase of products with the maximum biobased content.”

The market disadvantage that USDA has created for forest products must be changed through a strong, clear message from Congress that all forest products that meet the biobased requirements of the program are eligible to participate in the Biopreferred Programs. AF&PA is seeking legislative changes to the program through support of the Forest Products Fairness Act in both the House and Senate, and through changes to the next Farm Bill.

Don’t Miss the Industry Leadership Session

At the Industry Leadership Session on Monday afternoon, a distinguished panel of industry CEOs will provide their unique perspectives on emerging issues and trends influencing the future of the paper industry.

Representing different segments of the paper industry, the panelists will share their views on topics such as product and supply chain innovation, the industry’s transformation and future markets. They also will discuss the role of various government policies on the industry’s future such as postal reform, energy, carbon neutrality of biomass, extended producer responsibility (EPR) and the government’s push toward digital-only communication.

The CEOs will present their views on the proposed Paper Check-off program, which will also be discussed in a special session on Monday morning.

Finally, the panelists will discuss the evolution of the industry, covering opportunities as well as challenges.

Panelists include David Scheible, President and Chief Executive Officer of Graphic Packaging International, Inc.; Alexander Toeldte, President and Chief Executive Officer of Boise Inc.; Ken Wallach, Chairman and Chief Executive Officer of Central National-Gottesman Inc.; George Martin, President and Chief Executive Officer of NewPage Corporation; and Jussi Pesonen, President and Chief Executive Officer of UPM, and Chairman of the Confederation of European Paper Industries.

The Industry Leadership Session will be held in the Fairmont’s International Ballroom from 4:00 - 5:30 p.m., followed by a cocktail reception for all participants to meet their colleagues.

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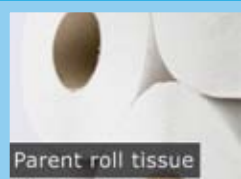
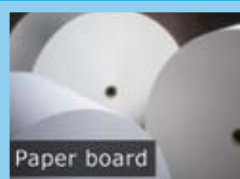
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Case Paper Joins Two Sides

Case Paper Company recently joined Two Sides, the fast-growing non-profit organization established to promote the responsible production, use and sustainability of print and paper.

"As one of the largest privately held paper merchants and converters in the United States, Case Paper is pleased to join with Two Sides, not only in promoting the responsible production and use of print and paper, but also in dispelling common myths about the sustainability of this important medium," said Simon Schaffer, Director of Specialty Papers and Board.

"Two Sides' focus on factual information from credible sources is an effective way to educate people about paper's true environmental, social and economic benefits," Schaffer noted.

Phil Riebel, President of Two Sides, commented, "Print and paper

have a great environmental story to tell, and Two Sides is pleased to have Case Paper join our growing U.S. effort to get the word out to as many people as possible."

Case Paper Company, a family owned and operated company, is one of the largest privately owned paper merchants and converters in the United States. The company supplies printers, publishers, packagers and designers with fine paper products from paper mills around the world. The company's incomparable service rests on maintaining one of the largest inventories of a broad range of items in the United States; an ongoing commitment to fast delivery of custom-converted products from state-of-the-art converting equipment; and a commitment to one-on-one sales with 24/7 customer access. For more information, please visit the Case Paper website at www.casepaper.com.

NPTA Announces 2013 Board of Directors

NPTA, the association for the paper distribution industry, is pleased to announce its 2013 Board of Directors. NPTA's mission is to actively support the success of member firms through the delivery of networking, education, advocacy and industry trends focused on the health of the paper distribution channel.

The officers of the 2013 Board of Directors are:

- Donald C. Clampitt, Chairman – Clampitt Paper Co. Dallas, Dallas, TX
- Travis M. Mlakar, First Vice Chair – The Millcraft Group, Cleveland, OH
- Hilton Maze, Second Vice Chair/Treasurer – Simon Miller Paper & Packaging, Philadelphia, PA
- Clay Ellis, Third Vice Chair – International Paper, Memphis, TN
- Greg Savage, Immediate Past Chairman – NewPage Corporation, Appleton, WI

The 2013 Directors include:

- Mike Graves – Midland Paper, Packaging + Supplies, Wheeling, IL
- Edward Kniep, IV – Shaughnessy, St. Louis, MO
- Brad Perry – Boise Inc., Vancouver, WA
- Julie Schertell – Neenah Paper, Alpharetta, GA
- Mark Ushpol – Ariva, Covington, KY
- Andrew Wallach – Central National Gottesman Inc./Lindenmeyr Group, Purchase, NY

"I am excited to work with the members of the 2013 Board of Directors. We are actively engaged in working to achieve the organization's strategic objectives while strengthening and fostering growth within the organization and its member firms," said NPTA Chairman Donald Clampitt.

For more information about NPTA, visit www.goNPTA.com.

Gorham Paper and Tissue Hires Pam Miller as Director of Marketing

Gorham Paper and Tissue said that Pam Miller has joined the company in a newly created Director of Marketing position.

"Great things are happening at Gorham," said Brian McAlary, Vice President of Sales and Marketing. "We are building capability and customers rapidly. Having Pam in this role will formalize our marketing ef-

forts, communicate our competitive advantage, drive value creation and hone our go-to-market strategy."

Miller brings to the company over 20 years of industry experience working for some of the largest paper manufacturers in North America including the former Champion International, International Paper, MeadWestvaco and Twin Rivers.

More Than 100 Years of Decision-making Support

With over 400 monthly or annual reports across seven industry sectors, AF&PA provides the most comprehensive and timely statistical information available on the U.S. paper industry. The AF&PA statistics program publishes detailed reports on current and historical U.S. data and international data, and also responds to special individualized requests. All of these resources help AF&PA paper and packaging members compete in the marketplace. Reports are available to AF&PA members 24 hours per day on StatMill (www.afandpa.statmill.org): a member-only secure website.

AF&PA is the premier source for U.S. industry statistics. Member-provided data — aggregated to industry totals — provides a credible resource to support AF&PA's fact-based policy advocacy. Members, analysts and industry consultants rely on AF&PA for data, analysis and information.

In 2012, the AF&PA statistics program underwent an extensive third-party review, including member input, to ensure member needs are met and the program continues to evolve with the industry. Recommendations included suggestions for additional internal collaboration

with product sector staff; enhancements to reports, increased data collection and publication; and improved visibility to maximize member awareness and engagement.

The AF&PA statistics program publishes detailed reports on current and historical U.S. data and international data, and also responds to special individualized requests.

New products resulting from the review include additional reports in Containerboard and Paperboard with industry analysis; the addition of executive summary tables; additional data collection in Printing-Writing inventories; adoption of a consistent operating rate calculation across all sectors to address recent changes to capacity; alternative delivery mechanisms for some monthly reports; and enhancements to the StatMill website. These changes reflect the value of member engagement in furthering the mission of the program to provide accurate and timely statistics as a decision-making support tool.

AF&PA welcomes comments and insights from members and subscribers on its robust statistical reporting systems and products.

Avery Dennison Selling Two Businesses to CCL for \$500 Million

Avery Dennison in February signed a definitive agreement to sell its Office and Consumer Products and Designed and Engineered Solutions businesses to CCL Industries for \$500 million in cash.

The deal is subject to customary closing conditions, adjustments and regulatory approvals, and is expected to be completed in mid-2013.

Geoffrey Martin, President and CEO of CCL Industries, said, "This acquisition has the potential to transform our company at many levels. We are acquiring the Avery brand as part of the transaction to build on the franchise established for many decades for labels and other printable media that consumers and businesses use in digital computer printers around the world.

"In addition, we are significantly expanding our CCL Label market sectors with our entry into the North American durable goods market. This acquisition is the largest in CCL's history and takes the company's pro-forma annual revenue above \$2 billion for the first time. We

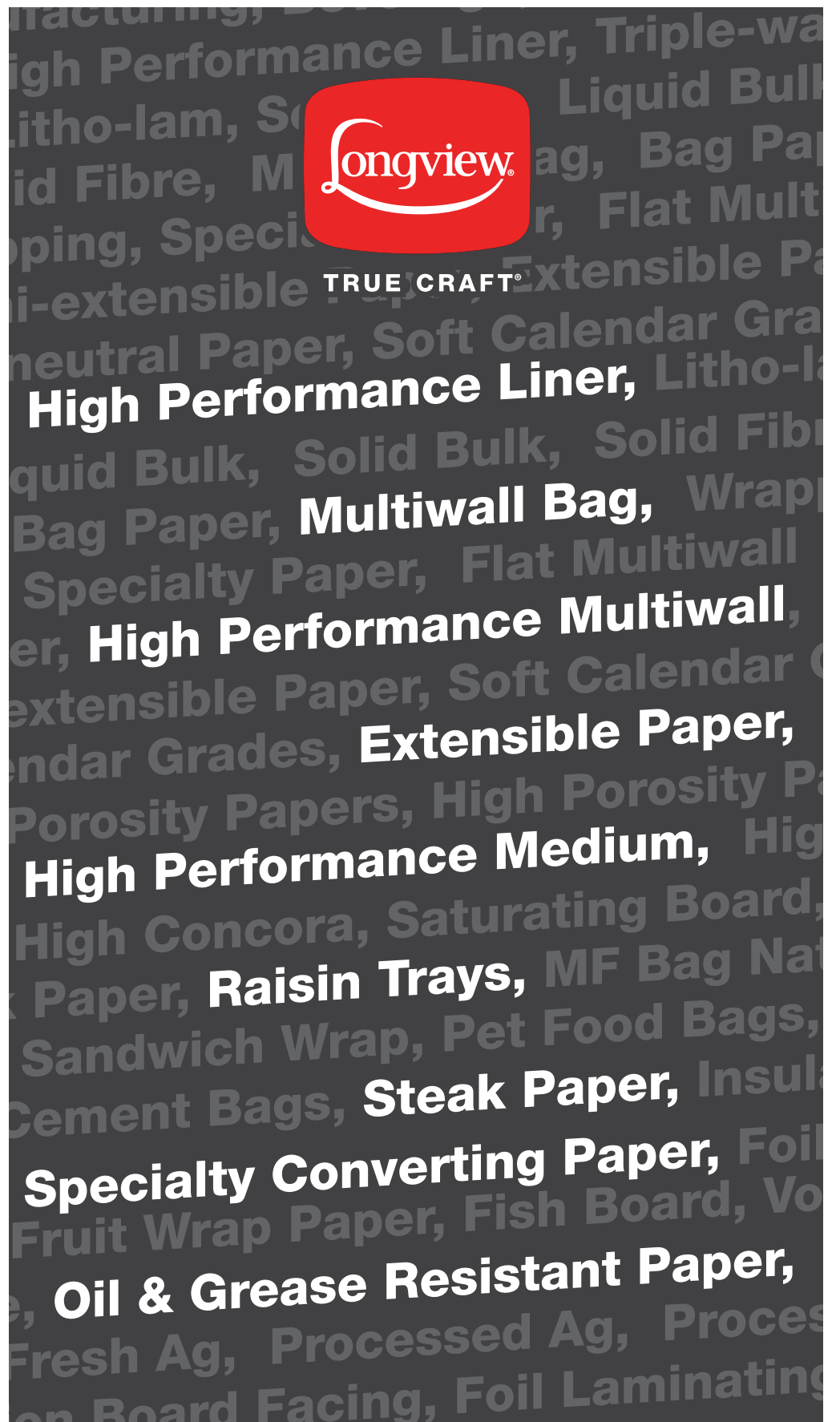
know both businesses well and have admired the people and the products for many years," Martin said.

"This acquisition is the largest in CCL's history and takes the company's pro-forma annual revenue above \$2 billion for the first time."

— *Geoffrey Martin, president and CEO of CCL Industries*

Avery Dennison Office and Consumer Products business is one of the world's leading suppliers of printable media and other products, with 2012 sales of approximately \$730 million and adjusted operating income of approximately \$86 million.

Avery Dennison Designed and Engineered Solutions manufactures custom pressure-sensitive labels and coated films for durable goods, electronics and specialty packaging. The business unit's 2012 sales were approximately \$180 million, with adjusted operating income of approximately \$19 million.



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Ram Swaminathan Named an Officer of International Paper



Ram Swaminathan

International Paper announced that Rampraveen Swaminathan, 37, managing director and CEO, Andhra Pradesh Paper Mills (APPM), has been named an officer (Vice President) of International Paper, effective March 1, 2013.

The appointment was endorsed by the APPM board of directors.

IP said that Ram is responsible for IP's commercial and manufacturing operations in India including the Rajahmundry & Kadiam mills. He leads the IP/APPM integration efforts.

Ram will continue to report to Mike Amick, president, IP India.

Ram joined IP in 2012 as managing director and CEO of APPM. Prior to joining the company, he served as executive director, Power Systems, for Cummins, Inc.

Ram holds a degree in Commerce from St. Joseph's Commerce College, Bangalore University, India, and a post graduate diploma in Industrial Management from the TA Pai Management Institute, Manipal, India. Additionally, Ram has attended Executive Education at Harvard Business School and served on the board of directors of various Cummins group companies in India.

Mac Papers Opens Branch in Little Rock, Arkansas

Mac Papers has opened its newest branch location in Little Rock, Arkansas.

"The Little Rock market is an exciting and attractive market to Mac Papers and is a continuation of the company's growth plans," said Mac Papers' CEO Sutton McGehee.

Mac Papers Little Rock includes a warehouse, Mini Mac Paper Store, truck fleet, inside sales, outside sales and local management. "We are very excited about our growth

opportunities with all phases of our business in and around Little Rock," said David Barr General Manager.

Headquartered in Jacksonville, FL, Mac Papers was founded in 1965 and distributes fine printing papers, envelopes, graphic supplies, wide format media & equipment, packaging supplies & equipment and office products throughout the southeastern United States. The company has 22 branch locations and operates 19 Min Mac Paper Stores.



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UPM to Reduce Graphic Paper Capacity in Europe by 580,000 Tonnes

UPM has announced plans to permanently reduce paper capacity in Europe by a further 580,000 tonnes. The capacity reductions are planned to take place in Finland, Germany and France.

UPM also has plans to streamline its Paper Business Group and UPM's global functions.

In a written statement, UPM said, "The continuing challenges in European economy have significantly impacted the consumption of paper, exacerbating the effect of structural changes in paper end-uses and resulting in further decline in the demand of graphic papers in Europe. High costs and significant overcapacity continue to challenge the industry operators in Europe."

Apart from the aforementioned plans, UPM started the year by permanently shutting down its Stracel Mill in France, which had a production capacity of 270,000 tonnes of coated magazine paper. UPM since has agreed to sell the mill to a joint venture company, Blue Paper SAS. The deal is expected to close in mid-March.

UPM's plans call for:

- a permanent closure of paper machine 3 at UPM Rauma mill in Finland,
- a permanent closure of paper machine 4 at UPM Ettringen in Germany,
- a sale or other exit of UPM Docelles mill in France, and
- subject to further analysis, streamlining in the Paper Business and UPM's global functions.

If all plans are implemented, UPM's personnel would be reduced by about 860 people. The plans would affect several countries.

According to the plan, the Rauma and Ettringen machine lines would



— Jyrki Ovaska, President of the UPM Paper Business Group

"...we need to adjust our capacity to the level of profitable customer demand."

be permanently closed by the end of first half of 2013. Both machines are producing uncoated magazine paper, in total 420,000 tonnes annually.

In addition, the process for selling the UPM Docelles mill is underway. The process will be given a maximum of six months. Docelles is producing uncoated 160,000 tpy of woodfree papers.

Including UPM Stracel, the plans are estimated to result in annual fixed cost savings of EUR 90 million, and one-time cash costs of EUR 100 million.

"The target of the planned actions is to ensure the efficient use of UPM's remaining capacity," said Jyrki Ovaska, President of the UPM Paper Business Group.

"The paper machines targeted for closure are either at the end of their technical age, have limited product flexibility or poor profitability. The situation is very regrettable for the personnel, however, in the overcapacity situation, we need to adjust our capacity to the level of profitable customer demand," Ovaska said.

"Healthy cash flow is critical for UPM and its employees. Therefore UPM must take action to secure it. Under these circumstances only the most efficient and the most flexible production lines and organizations are competitive," Ovaska concluded.

Twin Rivers Paper Company Expands its Footprint in Specialty Packaging

Twin Rivers Paper Company, a leader in lightweight specialty packaging, label and publishing papers, expands its footprint in the specialty packaging market through the introduction of Acadia® Extruding Base. This uncoated, machine-finished paper is ideal for polymer-extrusion coating applications such as sugar packets, salt and pepper packets, flavor packets, freezer papers, and dried soup pouches.

According to Twin Rivers, Acadia Extruding Base offers optimal strength, printability and runnability for package designs. It maintains its stiffness and stability when

laminated to other substrates and is optimized for converting and filling efficiency. FDA compliant for direct and indirect food contact, it is available in natural fiber and custom color options.

"We are committed to broadening our reach in the specialty packaging markets," says Dave Deger, Director of Business Development and Marketing. "Acadia Extruding Base offers our customers a high performing solution for their extrusion coating applications backed up by over 20 years of specialty packaging expertise."

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Domtar's Dryden Mill Manager Jim Blight Earns PAPTAC's Mill Manager of the Year Award



Jim Blight

Domtar said that Jim Blight, General Manager of Domtar's mill in Dryden, Ontario, was named Mill Manager of the Year at the annual PaperWeek Canada industry conference in Montreal.

The award is given out by the Pulp and Paper Technical Association of Canada (PAPTAC) to recognize outstanding leadership and performance results in the Canadian pulp and paper industry.

Blight has worked at the Dryden Mill since 1998 and has been in the General Manager role since 2007.

"Taking quantum leaps in production capacity, cost structure, quality and safety performance is always the result of the hard work of many, but it takes a leader to bring out the best in people that allows these positive, sustainable results to happen,"

noted Martin Lorrion, Domtar's Vice-President of Manufacturing. "We're rightfully proud of Jim and what he's been able to accomplish with a strong team in Dryden."

"We're rightfully proud of Jim and what he's been able to accomplish with a strong team in Dryden."

— Martin Lorrion, Domtar's Vice President of Manufacturing.

"I need to share this professional honor with my colleagues here at the mill," said Blight. "We've had to make some difficult but necessary changes over the recent years to reposition ourselves for the changing global markets. We're now a safer, more competitive operation thanks to many people making a sustained, collective effort over a long period of time."

CPI Launches Booklet "Paper Myths and Facts: A Balanced View"

UK-based Confederation of Paper Industries (CPI) has launched a new booklet titled "Paper Myths and Facts: A Balanced View," which addresses and dispels many common misconceptions about the paper industry.

"The booklet provides a factual and balanced view of the UK Paper Industry whilst promoting paper as a sustainable, renewable choice," CPI said in a statement.

CPI points out that paper is made from a natural, renewable and sustainable resource and boasts the highest recycling rate of any material in the UK, but environmental issues related to paper are still a source of numerous misconceptions. Many of these myths are addressed in the booklet including:

- The Paper Industry destroys forests
- Paper production damages the environment
- We use too much packaging
- Modern Technology will replace paper
- The Paper Industry is 'old-fashioned'

The Paper Industry has a good story to tell and some impressive statistics and research support the facts:

- Europe's forests are increasing in size – by an area equivalent to 1.5 million football pitches every year and over 70% of the fibres used to

make paper in the UK come from paper collected for recycling.

- UK Papermaking has reduced total energy use by 34% per tonne of paper made.
- The corrugated sector is vitally important to manufacturing, protecting around 75% of the UK's packaged goods in transit.
- Over 80% of all corrugated packaging is subsequently collected for recycling.
- Thanks to investment in lower carbon energy, annual emissions of fossil carbon have been reduced by 1.6m tonnes or 42%.
- The Paper Industry works continuously to optimise its processes and is already the biggest single user and producer of bio-energy in Europe.

David Workman, CPI Director General said, "Paper is a very versatile material — and uniquely renewable. However, it is surrounded by myths which this booklet is designed to explore. Hopefully those that read it will be better informed about a material which not only has a proud and lengthy pedigree but is one of those materials which will play an important part in society for many years to come."

Further details and an order form to request hard copies of the booklet are available on the CPI website at: www.paper.org.uk/mythsandfacts.

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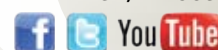
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Seaman Paper – Making it in Massachusetts

Seaman Paper Company has been doing just that since 1946. Today the mill operates two paper machines producing up to 100 tons per day supplying lightweight specialty papers for retail packaging, consumer products, foodservice, flexible packaging and industrial markets. The company services global markets with distribution in Europe and manufacturing in Asia and offices in Hong Kong.

Making it in Massachusetts is supported through strategic investments in the operations over the years. Seaman Paper continues to develop sustainability initiatives consistent with the best interests of its employees, community and customers. For example, 1,500,000 gallons of foreign oil were replaced by 23,000 tons of domestically produced Biomass. Two Hurst wood-fired boilers are operating on 100% biomass energy derived from wood waste, providing the company with steam. Biomass fuel reduces Nox emissions by 30%, SO₂ emissions by 98% and is considered greenhouse neutral.

Backpressure steam turbines are also used to generate electricity, a cogeneration process that uses less fuel and produces less pollution. Seaman Energy LLC was also re-

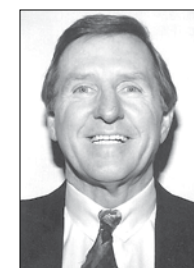
cently formed to convert landfill gas from the local community landfill to run engines and generators into electricity to supply the local distribution grid.

Seaman Paper continues to develop sustainability initiatives consistent with the best interests of its employees, community and customers.

Supporting this commitment to sustainability and the environment, Seaman produces paper from recycled fiber and pulp substitutes including both pre and post-consumer sources and elemental chlorine free pulps. The company is certified by the Sustainable Forestry Initiative (SFI), the Program for the Endorsement of Forest Certification schemes (PEFC), and the Forest Stewardship Council (FSC), and is dedicated to promoting responsible forest management through the use of pulp and secondary fibers from responsibly sourced forest products.

For more information visit: www.seamanpaper.com.

Norkol, Inc.' Pennsylvania Office Expands in Export Market



Michael Doherty

Norkol, Inc. announced that the company has experienced significant growth in offshore markets, in part due to its favorable proximity to shipping ports in the region.

"The location of our Delaware plant, with its proximity to the ports of Philadelphia, New York and Baltimore, has allowed the company to move product out of domestic markets," said Michael Doherty, Norkol, Inc. Vice President of East Coast Sales. "This not only helps our mills, but also provides value added product to our customers in The Americas."

Doherty noted that Norkol has expanded the number of grades it handles, much to the benefit of customers. "When the sales office opened in 2005, we were moving commodity grades such as LWC and CFS, but in the past two years, we have expanded our grades to include flexible packaging specialties as well as pressure sensitive and thermal transfer."

Norkol, Inc. and Michael Doherty will be headquartered in the Hyatt during Paper2013.



MONDAY, MARCH 18, 4:00PM – 5:30PM (suites closed)

INDUSTRY LEADERSHIP SESSION

International Ballroom, Fairmont Chicago, Millennium Park (2nd level)

moderator: **Donna Harman**, President and CEO, AF&PA

sponsored by:



panelists:

- **George Martin**, President and CEO, NewPage Corporation
- **Jussi Pesonen**, President and CEO, UPM
- **David Scheible**, President and CEO, Graphic Packaging International, Inc.
- **Alexander Toeldte**, President and CEO, Boise Inc.
- **Ken Wallach**, Chairman and CEO, Central National-Gottesman Inc.



(left to right) Martin, Pesonen, Scheible, Toeldte, Wallach

This session open to Paper2013 Full Access Pass holders only.

NPTA Alliance Unveils 2013 Strategic Initiatives



“Our primary focus will be on facilitating the flow of information and education between paper merchants, printers, and print and paper buyers that drive efficiencies, and create learning opportunities.”

— Kevin Gammonley, CEO, NPTA

The NPTA Alliance Board of Directors recently adopted a strategic plan for 2013-2015 and revised mission statement. NPTA’s mission is to actively support the success of member firms through the delivery of networking, education, advocacy and industry trends focused on the health of the paper distribution channel, which reflects a focus on paper merchants and mill partners as the sole membership base.

In support of this three-year plan and updated mission, NPTA has adopted revised strategic objectives that include:

- Offering stimulating networking events which unite current members and attract new members.
- Providing year-round, cost-effective educational and training opportunities for member firms and their customers.
- Supporting advocacy efforts on behalf of the paper and print industries.

- Serving as a unique and relevant resource for industry data and trends that impact member firms.

“Following extensive market research efforts, strategic planning sessions and the evaluation of our resources, the NPTA Board has devised strategic objectives and priorities for the next three years to foster growth within the organization and its member firms,” said NPTA CEO Kevin Gammonley.

“Our primary focus will be on facilitating the flow of information and education between paper merchants, printers, and print and paper buyers that drive efficiencies, and create learning opportunities,” Gammonley said.

In 2013, NPTA’s strategic priorities will include:

- Partner with the printer community – NPTA will reach out to the printer community to address value chain issues and opportunities between mills, merchants and

printers. These include reducing costs, waste and redundancies in the channel, as well as addressing end-user perceptions about paper.

- Partner with the European paper merchant community – NPTA will investigate and facilitate opportunities for the exchange of ideas, solutions and trend analysis between its members and the Euro-

pean paper merchant community.

- Focus on paper and print buyers – NPTA will investigate opportunities to help NPTA members increase understanding of and build relationships with a younger demographic of paper and print buyers.

For more information on NPTA, visit www.goNPTA.com.

Streco Fibres Continues to Expand of Global Reach

Over the past several years, Streco Fibres has expanded its footprint internationally, especially focusing on new and emerging markets. The company has built business relations throughout South America, Asia and the Middle East.

To keep up with its global growth, Streco is pleased to announce that Angelica Campomanes has joined the company as a new paper trader. Campomanes will be responsible for locating new sources of supply as well as potential international customers. In addition, she will work with paper mills to book orders for their machines, as well as working with international converters on developing new sources and

favorable terms.

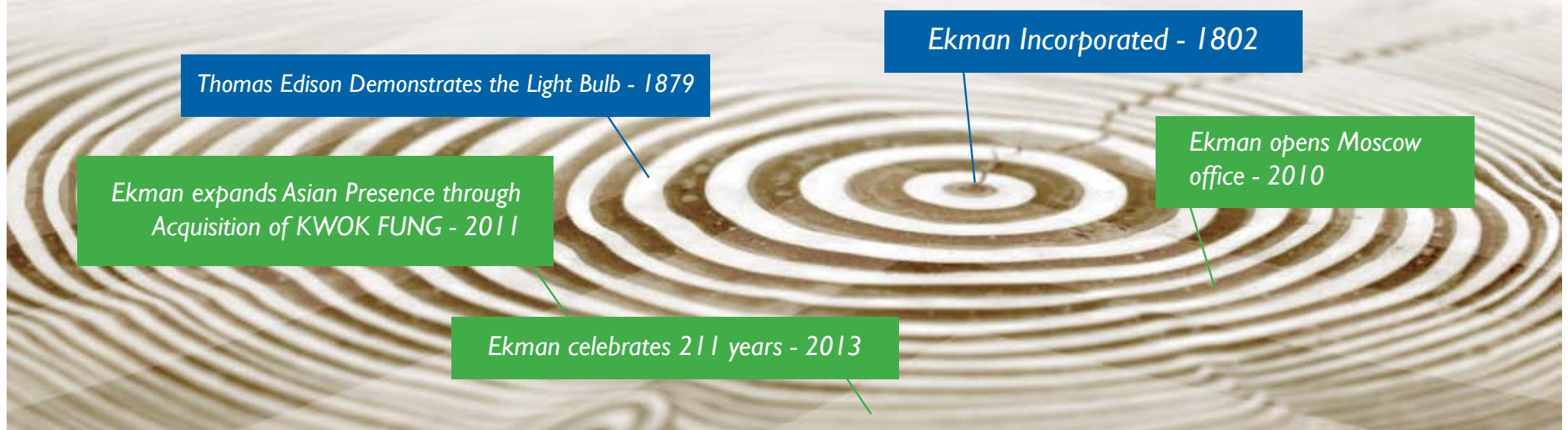
A native of Spain, Campomanes specializes in international marketing and linguistics, and is fluent in Spanish and Italian and conversational French. She is a graduate of the University of Virginia and earned an MBA from Old Dominion Graduate School.

Streco Fibres invites domestic and international mills, converters and agents to explore opportunities during Paper2013 with John Strelitz, Ken Johson, Pat Edwards, Ryan Henry, Mike White, Mike Plunkett and Angelica Campomanes. All representatives are available for meetings at Fairmont.



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Smurfit Kappa Completes Acquisition of Orange County Container

Smurfit Kappa Group plc (SKG) recently completed the acquisition of Orange County Container Group for a total cash consideration of US\$340 million (about EUR 260 million).

SKG noted that the deal is subject to customary post completion price

adjustments.

The \$340 million cash consideration is being funded from the SKG's existing cash resources.

Orange County Container, which will form part of the SKG's Latin America segment, is a corrugated and containerboard manufacturer with operations predominantly in Northern Mexico and two packaging facilities in the southern United States.

The deal includes:

- 8 main packaging facilities in Mexico comprising 2 box plants,

3 sheet plants and 3 fulfillment centers

- 7 distribution centers in Mexico
- 2,800 employees (2,000 in Mexico; 800 in the United States)
- 2 packaging facilities in the southern part of the United States comprising 1 box and 1 sheet plant
- A 290,000 tonne recycled containerboard mill in the southern part of the United States
- A substantial US based recovered paper collection system

"We are very pleased to announce the completion of the acquisition of

Orange County Container Group," said Gary McGann, CEO of Smurfit Kappa Group. "This acquisition is fully consistent with our declared growth strategy, complements our existing Mexican business and increases our exposure to a demographically attractive and rapidly growing region.

"Our focus now is on the effective integration of our businesses in the region which gives us an exciting platform to continue to provide creative packaging solutions to both current and prospective customers," McGann added.



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Cascades Adds Lighter Paper to Its Rolland Enviro100 Satin Offerings

Cascades Fine Papers Group announced that it has expanded its 100% recycled papers offering. The Rolland Enviro100™ Satin now allows customers to choose a lighter paper for their print projects with the addition of the 50 lb. Text.

"With increasing pressure in the market for paper with a lighter basis weight, Cascades decided to innovate and put in the capital investments required to manufacture a lighter paper that meets demand," said Normand Champagne, General Sales Director, Security Papers, Development and Marketing.

This new lighter paper is especial-

ly designed for brochures, magazines, annual report or can be used on any high-end document with colorful visuals.

According to Cascades, Rolland Enviro100 Satin is the best choice for projects that require precision details. Its satin finish provides print quality attributes of a coated matte paper with the rich tactile feel and dazzling visuals.

Rolland Enviro100 Satin features a unique feel that is silky and smooth. In addition, true to its environmental nature, it is EcoLogo, Processed Chlorine Free and FSC certified, as well as manufactured with locally

This new lighter paper is especially designed for brochures, magazines, annual report or can be used on any high-end document with colorful visuals.

sourced and renewable biogas energy. It's a high-quality paper that does not compromise on the environmental attributes.

"It was important for us to respect the environmental attributes and product specifications, as they define the Rolland Enviro100 Satin," Champagne said.

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We are the premier converting and logistics partner for the North American paper industry.

Case Paper Announces Free 'Paper Pro' App

Case Paper believes an educated customer is a more satisfied customer. The 70-year-old paper supplier and converter sees great value in anticipating its customers' needs, and providing accurate answers. Now there's a free app for that — Paper Pro.

Paper Pro is a handy, everyday tool for printers, suppliers, and packaging professionals that need to spec orders, price out options, or calculate quantities or weights. Only a few finger taps separate you from the information you need when you're on the front lines of a printing or packaging project.

"We made all the Paper Pro calculations truly dynamic, so there are multiple ways to use the app," says Simon Schaffer, Chief Marketing Officer at Case Paper. For instance, you can use the Roll Weight calculator straightforward to determine the roll weight of one of 11 different papers from their Roll Width, Core Diameter, and Roll Diameter. Or you can use it in reverse to calculate the Roll Width by inputting the weight and diameter measurements you have.

With Paper Pro, you can even look at the formula for each calculator by hitting the "info" button. You can also copy the complete calculation

results for later use, or email the results to a client or customer right from the app. And if you're switching between apps and don't shut down the app completely, Paper Pro holds the results of the last calculation you made in each calculator, just in case.

Paper Pro is free to install, is ad-free, and includes five easy-to-use tabs. For example, the Paper Calculators tab has eight options in three categories: Sheet Calculators, Roll Calculators, and Price Calculators; the Converters tab provides quick and easy conversions of common denominations of weights, lengths, and areas used in print production and procurement, as well as a Mil (pt.) vs. Micron conversion calculator; and the Tables tab provides 14 tables, slide-rule style, for easy paper measurement equivalency comparisons.

All of these same tools have been offered for years on the Case Paper website (www.casepaper.com). The purpose of the Paper Pro app is to provide quick answers to everyday paper sourcing questions with the mobile tools of today — and minimal finger taps. "Usability was the key driver," Schaffer adds. "It was everything."

Hexacomb to Open Second Manufacturing Plant in Mexico

Hexacomb said that it will open a new manufacturing facility in central Mexico.

The company will be locating its new plant in the state of Querétaro and expects it to be operational in the third quarter of 2013.

The facility will manufacture Hexacomb's full line of paper-based honeycomb protective packaging products, including sheets, runners, edge and corner protectors.

"Due to the sizeable demand in Mexico for Hexacomb products, we are adding a second manufacturing facility there," said Scott Daniel, President of Hexacomb.

"Today, we supply many customers in central Mexico from our Monterrey facility, which is located in the northeastern part of the country. Over the next year, we expect to grow our business in the central region even further, which is driving the need for additional manufacturing capacity in the Querétaro area," Daniel said.

Hexacomb, a Boise company, is a leading supplier of paper-based protective packaging and display boards. The company has nine manufacturing plants in North America and three in Europe.

von Drehle Acquires Mississippi River Pulp and Paper Natchez Site

von Drehle Corporation said that it has purchased Mississippi River Pulp and Paper in Natchez, Mississippi.

Terms of the deal were not disclosed.

In a written statement, von Drehle said, "This acquisition provides the necessary de-inking and facility space for future mill and converting expansion."

von Drehle noted that it intends to maintain the site's current production capabilities.

"We believe the people, community, and state are a good fit for von Drehle and we appreciate their support throughout this process," said Randy Bergman, COO of von Drehle Corporation.

Founded in 1974, the von Drehle Corporation is a privately held company headquartered in Hickory, North Carolina, that manufactures Towel, Tissue and Dispenser products for the Away-from-Home market.

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Wausau Paper Introduces New Eco Select Pan Liner

Wausau Paper is proud to announce the latest innovation to its family of Eco Select® baking papers, Eco Select HYTM Pan liner. This unbleached fiber product provides a 12.5% yield improvement over traditional pan liners which results in source reduction, improved productivity and lower total cost. In addition, Eco Select HYTM pan liner is Forest Stewardship Council and Kosher certified, and qualifies for Pareve for Passover.

“We developed this new product to meet the needs of both brand owners and consumers to provide solutions that deliver improved sustainability and lower cost,” said Bob Frazier, Director-Food Sector.

“Our Eco Select HYTM delivers the same superior performance the mar-

ket has come to expect from Wausau Paper’s ProRedi line of products, while meeting the increasing market expectations for eco-sensitive solutions. This unique combination of benefits is made possible by our unmatched manufacturing capabilities and proprietary, internally produced fiber,” Frazier added.

Wausau Paper noted that it has the only commercially-available pan liners manufactured in the United States. Eco Select HYTM is available exclusively through Wausau Paper’s Preferred Converter Partners.

Wausau Paper produces and markets specialty papers for industrial, commercial and consumer end markets as well as a complete line of away-from-home towel and tissue products.

Intercon Paper Offers First Line Paper Solutions

Intercon Paper is a family-owned business that was established in 1998 by its current president Roy Rodriguez. The company’s facility is located in Dallas and services Texas, surrounding states and Mexico and Rodriguez wants people to know exactly what his company does.

“Most people in the industry have gotten to know us more in recent years, but there is a large misconception as to who we are and what we do,” says Roy Rodriguez. “When the Intercon Paper name is brought up, there are people in the industry that think of us as a job lot converter. For us the job lot business is a very small portion of our business. Most of the product we handle is all first line making tons,” Rodriguez explains.

“The job lot paper that we do buy usually goes to our packaging appli-

cations or to our export markets,” he adds.

“It has taken a long time to build a solid supply line and the converting facility that I originally envisioned. When the Intercon Paper name comes up, I want people to think quality, service, competitive pricing, and consistency,” Rodriguez said. “We take a lot of pride in being able to offer all of the above. It is not always easy, but we try to be as accommodating to most business opportunities. One of our strategies is to continue find ways to improve the business model and I finally feel that we have the paper grades and converting capacity to be a major player to the market.”

For more information about Intercon Paper, please visit: www.interconpaper.com.

Ekman to Represent Ziegler Papier in Turkey and Australia

Switzerland’s Ziegler Papier AG, a producer of high quality woodfree fine papers and specialty papers, said that it is expanding sales in Turkey and Australia as part of a plan to increase market share and make changes in its sales organization.

According to Ziegler, Mrs. Betul Temeltas from Ekman Turkey and Mr. David Bodin from Ekman Australia will represent Ziegler in their respective countries. Both have extensive trading experiences in the paper sector, Ziegler said.

Ziegler Papier is headquartered in

Grellingen, Switzerland and operates a paper mill with some 182 employees. The mill has one paper machine (PM3) which produces about 72,000 tonnes per year and has a wire width of 331 cm. PM3 produces papers with weight ranges from 40 to 400 gsm. Quality standards are assured by ISO 9001:2008 and environmental control by ISO 14001:2004; FSC SQS-COC-024310, while health protection and workplace safety are certified in compliance with OHSAS 18001:2007.

Graphic Packaging Completes Acquisitions of Contego Packaging and A&R Carton

Graphic Packaging Holding Company (GPK) in early-January completed the acquisitions of Contego Packaging Holdings, Ltd., a leading food and consumer products packaging company based in the United Kingdom, and A&R Carton Holding B.V., which is A&R's European beer and beverage packaging business.

The combination of Graphic Packaging's European packaging business with these two acquisitions will create one of Europe's largest folding carton businesses.

The combination of Graphic Packaging's European packaging business with these two acquisitions will create one of Europe's largest folding carton businesses,

GPK said in a statement.

Contego Packaging

Graphic Packaging bought Contego Packaging for approximately GBP 71 million in cash and assumes about GBP 10 million in other net liabilities.

Contego Cartons operates three folding carton facilities that convert approximately 150,000 tons of paperboard annually into folding cartons for the food and consumer product industries. Two of Contego Carton's facilities are located in the United Kingdom while the third facility is in the Netherlands.

A&R Carton Holding

Graphic Packaging acquired A&R Carton's Beer and Beverage packaging business for about EUR 19 million in cash and assumes approxi-

mately EUR 7 million in other net liabilities. The A&R Beer and Beverage packaging business includes two manufacturing facilities that convert approximately 30,000 tons of paperboard annually. The folding carton facilities are located in the

Netherlands and Germany.

The two acquisitions provide state of the art web and sheet-fed converting assets creating a manufacturing platform in Europe similar to Graphic Packaging's U.S. operations, GPK said.

Boise Appoints Judy Lassa as Executive Vice President and COO

Boise Inc. has appointed Judy Lassa as Executive Vice President and Chief Operating Officer of the company. Lassa takes over for Bob Warren, who requested a non-officer role within the company.

Lassa began her 30-year career with Boise at the St. Helens, Oregon, mill as a process engineer after graduating from the University of Wisconsin-Stevens Point with a bachelor's degree in paper science and engineering. She moved to the Vancouver, Washington, mill in 1986 and then to the Portland,

Oregon, office as marketing services manager.

In 1991, Lassa became pulp mill/wood yard superintendent at DeRidder, Louisiana, and in 1994 returned to the Vancouver mill as paper operations manager. After working in a variety of operational and marketing roles, she moved to Boise as general manager of the packaging business in 1997.

Lassa became an officer in 2000 and senior vice president of the paper business in 2010.

IPST Doctoral Student Explores Process to Convert Lignin into Gasoline-compatible Liquid Fuel



Wei Mu

More than 50 million tons of lignin are produced in the paper industry each year with 98% of it burned for

energy, according to IPST (Institute of Paper Science and Technology) doctoral student Wei Mu.

Today, Wei is exploring other value-added opportunities for lignin, including the catalytic conversion of lignin into gasoline-compatible liquid fuel.

Wei, who entered the doctoral program in Chemical and Biomolecular Engineering on an IPST Paper Science and Engineering Fellowship, is supervised by Professor Yulin Deng of IPST and the School of Chemical and Biomolecular Engineering. Wei plans to graduate with his PhD in December 2013.

Wei's research employs a two-step conversion of lignin into a liquid transportation fuel. The first step is pyrolysis, which decomposes lignin into smaller molecules. Step two is upgrading, which increases the hydrogen amount and partially removes oxygen. The upgrading step requires robust and active catalysts. His research focuses on the catalyst synthesis step and reaction kinetics modeling.

Wei's research has captured international attention, most recently at the International Conference of Bio-

engineering and Technology (ICBT) in Nanjing, China. He presented two papers at ICBT: "Lignin Pyrolysis Components and Upgrading - Technology Review," by Mei Wu and Professor Yulin Deng (ChBE); and "Catalytic Hydrodeoxygenation of Pyrolysis Oil Derived from Lignin," by Mei Wu, Haoxi Ben, Professor Yulin Deng (ChBE), and Professor Art Ragauskas (Chem).

Wei Mu's research employs a two-step conversion of lignin into a liquid transportation fuel.

After his return, he participated in the Annual Meeting of the American Institute of Chemical Engineers in Pittsburgh, Pennsylvania, where he also presented two papers: "Catalytic Hydrodeoxygenation of Pyrolysis Oil Derived from Lignin," by Mei Wu, Haoxi Ben, Professor Yulin Deng (ChBE), and Professor Art Ragauskas (Chem); and "ANOVA Study of Reaction Condition Effect on Hydrodeoxygenation," by Wei Mu and Professor Yulin Deng (ChBE).

As part of his master's work in Paper Science and Chemical Engineering at Miami University in Ohio, Wei conducted research at the Argonne National Laboratories in Illinois, to synthesize new materials for semiconductors using layers. He has industry experience with the Hercules Paper Division and Hercules Paper Technologies and Ventures in China, prior to earning his master's degree and coming to Georgia Tech for his PhD.

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MWV Study Says Fewer Than 20 Percent of U.S. Consumers "Very Satisfied" with Packaging

MeadWestvaco has launched its inaugural consumer satisfaction study, "Packaging Matters." The study explores the role of packaging in product satisfaction as consumers purchase, transport, use and dispose of products across 10 different categories. The results suggest that packaging satisfaction can have a significant impact on purchase intent and repeat purchase, and that there is a low level of satisfaction overall, especially once consumers leave the store and rely on the structural or functional features of the package at home or on-the-go.

The study clearly shows that when it comes to purchase intent and product satisfaction, packaging does matter. A majority of consumers will sometimes buy a product off the shelf without prior knowledge of it (64 percent) and rarely use mobile devices to research a product while shopping (72 percent). While quality (85 percent) and price (67 percent) are the most important factors contributing to overall product satisfaction, consumers report little variance in importance between a product's brand (12 percent) and packaging (10 percent).

Despite the importance of packaging, there is a clear opportunity for improvement: Fewer than 20 percent of U.S. consumers report they are "very satisfied" with product packaging, with the least amount of satisfaction from carry-out food containers and beauty care product packaging.

"The research further proves that packaging is one of the most powerful tools in the marketing communications mix, but as it stands now, packaging does not delight consumers," said Brian Richard, director, Consumer & Customer Insights, MWV. "Brands should view the current gap in satisfaction as an opportunity to make improvements to their packaging by focusing on what matters most to consumers."

Packaging satisfaction ends on the shelf

The study identified "satisfaction gaps:" the importance of different packaging attributes compared to their perceived performance. Of the 15 packaging attributes studied, only a small percentage of consumers ranked shelf appeal, or the product's "attractiveness" and "distinctiveness," as "very important" features to their satisfaction (6 percent and 10 percent, respectively). However, this is where brands were performing best, with performance exceeding importance. While brands are gener-

ally pleasing consumers during the shopping experience, satisfaction drops dramatically when product packaging is relied upon for transport and storage and then when the product is used and reused.

The largest satisfaction gaps across categories all relate to the structural features or functionality of the packaging. In terms of importance, consumers want packaging that protects from breaking or spilling (74 percent), maintains product integrity (72 percent) and gets the entire product out of the package (66 percent).

"Packaging satisfaction decreases significantly after consumers leave the store, at all touch points along the product lifecycle, such as transporting, storing and using the product. This is a huge missed opportunity for brands," said Steve Kazanjian, vice president, Global Creative, MWV. "Structural features of the packaging should be viewed as the most critical area for brands to make improvements to drive consumer satisfaction."

"Packaging that lives up to the brand promise of its marketing communications holds the most potential for repeat purchase," Kazanjian added. "As more retail migrates online, consumers are interacting less with brick-and-mortar channels. A disappointed consumer can switch brands with one click, so the role of packaging is increasingly an important vehicle for brand owners to connect with their consumers at touch points throughout the product's lifecycle."

Packaging satisfaction varies across demographics

Results of "Packaging Matters" reveal a significant variance across a variety of demographics and categories. For example:

- Consumers ages 18-24 are most satisfied with packaging (22 percent)
- Middle-class consumers are the least satisfied with packaging (17 percent)
- Consumers are most satisfied with carbonated soft drink packaging (24 percent) and least satisfied with carry-out packaging (11 percent)

"Packaging Matters: Packaging Satisfaction Study" was commissioned by MWV and studied the shopping habits and consumer satisfaction with packaging from store shelf to transport, storage, use and disposal of 3,000 U.S. consumers. For full study results, visit mwv.com/packagingmatters.

Mohawk Names Diane O'Connor as Director of Public Relations



Diane O'Connor

Mohawk has named Diane O'Connor to the newly created position of Director of Public Relations.

In the new position, O'Connor will oversee the company's public relations initiatives, including internal and external communications, and will report to Bart Robinson, Mohawk's Vice President, Marketing.

"As Mohawk continues to innovate, we're committed to building strategic partnerships and communicating new and exciting products and services to various audiences. Diane's public relations and marketing experience will be an asset as we create new opportunities and

evolve the way in which we communicate with press, and with our partners in the paper, printing, digital, design, and photo industries," says Robinson.

O'Connor has nearly 20 years of experience in public relations, marketing and communications. She began her career in journalism at CBS News in New York City and most recently held the position of Marketing Communications Manager at PrimaLoft, where she managed the company's marketing and public relations programs.

O'Connor is a graduate of the State University of New York at Oneonta, and serves on the board of the Public Relations Society of America (PRSA), Capital Region Chapter.

Stora Enso to Permanently Shut Down Two Newsprint Machines in Sweden

Stora Enso in February announced plans to permanently shut down two newsprint machines in Sweden during the second quarter of this year.

The two newsprint machines — both in Sweden — are: PM 2 at Hylte Mill with an annual capacity of 205,000 tonnes and PM 11 at Kvarnsveden Mill in Sweden with an annual capacity of 270,000 tonnes.

The profitability improvement actions are planned to reduce annual costs by EUR 54 million and reduce the number of employees by approximately 600 altogether.

Both machine shut downs are planned for the second quarter of 2013 and represent 3.4% of Europe-

Fox Converting Offers Custom Converting

Fox Converting announced that it recently expanded its buildings and added new machinery, resulting in additional capacity.

The company provides high quality roll to roll coating, flexo printing, laminating, sheeting, printed paper and foil bag manufacturing, and process development. Fox works in many different fields, such as medical, dental, food service, digital paper, and consumer products.

In addition, Fox Converting has years of experience with a variety of substrates, such as paper, film, foil, non-wovens, tissue, and board.

For further information about Fox Converting, please visit the company's website at: www.foxconverting.com.

an newsprint capacity.

Stora Enso said the profitability improvement actions are planned to reduce annual costs by EUR 54 million and reduce the number of employees by approximately 600 altogether.

Stora Enso's CEO, Jouko Karvinen, within his comments on the company's fourth quarter earnings, said, "The darker side of our news [Feb. 5] is that the decline in consumer demand in paper-based media in Europe has continued in the fourth quarter. Whereas the structural trend in total paper demand has been about -5% per year since 2007, we now read the demand in the two largest media-driven segments, newsprint and coated magazine paper, decreased in 2012 by about 9%. As before, the unfavorable supply and demand balance has led to further pressure on margins.

"That means we must accelerate capacity reduction plans to avoid running cash zero or even negative businesses. We plan to close one newsprint machine at Kvarnsveden and another one at Hylte, which just had to adjust to closure of a paper machine at the end of 2012," Karvinen concluded.

Stora Enso said no decisions regarding closures and employee reductions will be taken until the local co-determination negotiations have concluded.

The company noted that it would make every effort in co-operation with local communities to help the affected personnel find new employment opportunities, and all job openings in other Stora Enso units would be available to those affected.

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Domtar Enhances Recyclebank Green Schools Program

Domtar announced that it is furthering its partnership with Recyclebank® by supporting the Recyclebank Green Schools Program, which awards schools grant money for unique student projects that will make a positive environmental impact on their communities.

Domtar said it will make more students' green projects a reality by contributing additional donation dollars, as well as awarding a year's supply of EarthChoice® Office Paper to the school with the most innovative project.

Domtar is committed to providing more sustainable paper options; its EarthChoice Office Paper meets the global forest management standards of the Forest Stewardship Council™ (FSC®) and is certified by the Rainforest Alliance.

Recyclebank is the company that rewards people for taking everyday green actions with discounts and deals from locally-based businesses and national brands. Each year, the Recyclebank Green Schools Program awards environmental project grants to schools in Recyclebank communities. Together, these schools, their students and their communities work to encourage residents to donate points that Recyclebank transfers into real dollars for schools — thereby turning a community's green actions into funds for a local school.

Since 2007, Recyclebank has granted close to \$400,000 to more than 125 schools. This year, Domtar will award an additional \$500 to every school that reaches 50 percent of its donation goal.

"At Domtar, we are passionate about supporting educational projects, like the Recyclebank Green Schools Program, as it is an important part of our company's commitment to the sustainable development of our communities," said Paige Goff, Vice-President of Sustainable Business and Brand Management at Domtar. "By partnering with Recyclebank, we are able to guide more students and consumers to make sustainable choices, which ultimately help to reduce their overall environmental impact."

Since 2011, Domtar has been working with Recyclebank to increase awareness of the benefits of responsible paper production, use and recycling. Past projects for Recyclebank members, sponsored by Domtar, have included educational gaming modules about responsible forestry, seasonal Web content about paper usage and recycling and a rewards offer for EarthChoice Office Paper.

"Since we began the Green Schools Program, it has been inspiring to see the creative and thoughtful approaches from schools across the country in the spirit of solving today's pressing environmental challenges," said Karen Bray, vice president of marketing, community solutions at Recyclebank. "We admire Domtar's ongoing commitment to sustainability, and together we look forward to empowering more of tomorrow's environmental leaders to put their ideas into action and make an impact on our planet."

Liansheng Paper Industry Starts Up Containerboard machine in Fujian Province, China

Liansheng Paper Industry (Longhai) Co., Ltd. recently started up their new Metso-supplied containerboard production line, PM 6, at their Longhai site in Fujian Province in China.

The PM 6 start-up was successful with record-breaking results. "The whole start-up was perfect. It took less than three hours in total from having stock on the machine to get the web on the reel, and we had a very good start-up speed of 800 min/min. No paper tails were seen on the hall floor during the start-up period," said Xue Rong Jun, Project Manager of Fujian Liansheng.

The new 7.25-meter-wide PM 6 production line has an annual production capacity of approximately 300,000 tonnes of recycled fluting in the basis weight range of 65 to 100 g/

m². The design speed is 1,200 m/min.

Metso's delivery included a complete OptiConcept M boardmaking line from headbox to reel with air systems, a machine control system, a quality control system, two winders and Metso clothing.

The PM 6 OptiConcept M production line is designed for high productivity with low operating costs. Industrial design and new engineering innovations provide for simple assembly of the production line. "The installation required 30 to 40% less working hours compared with a conventional project," Xue Rong Jun noted.

Liansheng Paper Industry (Longhai) Co., Ltd. is a subsidiary of Fujian Liansheng Paper Co., Ltd. The company was founded in 1999 and is based in Zhangzhou, China.

Burrows Paper Expands SFI Certification to All of Its U.S. Packaging Facilities

Burrows Paper recently announced the expansion of Sustainable Forestry Initiative (SFI) sourcing certification to all of its packaging facilities in the U.S. in the form of certified sourcing.

The SFI certified sourcing label is an affirmation to customers that Burrows' packaging products are manufactured using materials from responsibly managed forests and from pre- or post-consumer recycled sources, the company said.

Burrows Executive Vice President, Chief Operating Officer, and Chief Strategy Officer Rose Mihaly said certification — which includes Ohio, Iowa and Nevada operations — reflects the company's commitment to Making Paper Perform® through the use of eco-friendly business practices.

"Burrows has always been deeply committed to our customers and

the environment," Mihaly said. "By sourcing forest products from environmentally and socially responsible suppliers, we continue to set the highest standards for our paper and packaging products at every stage of the manufacturing process."

According to Burrows, this recent certification follows a rigorous, several-months-long process. Burrows achieved SFI chain-of-custody certifications in 2011 for all of its paper mills in the U.S.

As part of its certification, Burrows will be required to undergo annual surveillance audits, as well as certification to SFI 2010-2014 Standards, every three years. The audits are conducted by an independent, accredited certification body.

Burrows Paper Corporation is a worldwide supplier of light weight specialty paper and packaging solutions.

Fabrica De Papel San Francisco on Track to Start-up New Tissue Line in Mexico

Metso said that Mexican tissue producer Fabrica De Papel San Francisco is nearing start-up of its third Metso-supplied tissue production line.

According to Metso, it will be the world's first tissue line based on the Advantage NTT concept, which enables high bulk and softness proper-

ties at the same time as it provides energy savings compared to conventional or structured tissue grades.

"After operating two Metso Advantage DCT tissue machines with good experience, we are now prepared to take the next step for quality to produce tissue products with higher bulk and softness, aiming towards the top end products," said Dario Palma y Meza Espinoza, Director of Operations, Fabrica De Papel San Francisco.

"The Advantage NTT concept will also bring us a higher production capacity compared to the dry crepe tissue concept," Palma y Meza Espinoza added.

Metso said the project is proceeding according to plan and the new tissue production line will start-up in Mexicali, Mexico, in the end of the second quarter of 2013.

Metso's scope of supply comprises a complete 2.6-m-wide Advantage NTT tissue machine equipped with an OptiFlo II TIS headbox, a Metso Yankee cylinder, an Advantage Air-Cap yankee hood, sheet control, tail threading equipment, an Advantage WetDust dust management system and an Advantage SoftReel reel.

The new tissue line will add another 30,000 tonnes per year of bathroom tissue, napkin and towel grades to Fabrica De Papel San Francisco's existing production.

Fabrica De Papel San Francisco now operates four tissue production lines and converting facilities, delivering tissue products for the Mexican and US market.

Cham Paper Makes CCK Technology Available to Brigl & Bergmeister

The Cham Paper Group has entered into a cooperative venture with Brigl & Bergmeister ("B&B"), of Niklasdorf, Austria, a manufacturer of single-sided coated specialty papers.

Terms of the deal will not be disclosed.

According to Cham, B&B is assuming the production and marketing of silicone-base papers (CCK or clay-coated kraft papers) for release liners at its production site in Niklasdorf. The Cham Paper Group will be contributing the specific technological expertise required to this end.

The first products manufactured

at this site will be available in the second half of 2013, Cham said.

The Cham Paper Group said that it discontinued manufacturing these specialty papers in the course of transforming its production capacity in mid-2012.

Cham produced inventory stocks for its customers in order to secure deliveries established under contract through 2013.

At its three locations in Switzerland and Italy, Cham Paper manufactures specialty papers for use in the consumer goods, industrial release and digital imaging sectors.

Cascades Tissue Group Names Jean Jobin as Chief Operating Officer

Cascades Tissue Group appointed Jean Jobin to the position of Chief Operating Officer. Jobin joined Cascades in 1992 and most recently served as Executive Vice-President of Away-from-Home Products in North America.

Jobin holds a Master's degree in operations management and a Master's in business management. He is also a Fellow of the Society of Management Accountants of Canada.

In other personnel moves, Stephane Rousseau takes over the position of Executive Vice-President, Away-from-Home Products in North America, and Eric Ellyson has been appointed Executive Vice-President, Consumer Products Canada.

Rousseau and Ellyson both joined Cascades during the past year. They will work with current Executive Vice-President, Consumer Products United States, Craig Nelson.

The Newark Group Names Paul Spitale as VP of Sales for Converted Products



Paul Spitale

The Newark Group announced the appointment of Paul Spitale as Vice President of Sales for Converted Products.

In this newly created position, Spitale will preside over the sales activities of both Newark Paperboard Products and Newark Custom Paperboard (formerly BCI).

Spitale previously held the position of Senior Vice President of Sales with the Sony Corporation, where he was employed for 25 years. As a member of Sony's Management Committee, Spitale delivered high levels of growth and profitability with the company's retail partners. He played a pivotal role in the launch of the WEGA television. Spitale won the prestigious Sony Samurai Award twice as well as the CMO Award for outstanding marketing execution. During his time with Sony, he also authored "A More Valued Success", a motivational book.



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