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## **FOR IMMEDIATE RELEASE**

### **FIBERMARK'S TOUCHÉ® COVER ADDS A TOUCH OF ELEGANCE TO CROWNE PLAZA'S GRAND OPENING INVITATION**

**Brattleboro, VT** (March 6, 2007) – FiberMark's [Touché Cover](#) was recently chosen by Crowne Plaza Hotel in Minneapolis for an invitation to its grand opening celebration. The objective of hotel management was to create anticipation, cause conversation and excite invitees, ultimately enticing clients to attend the gala event and see the newly remodeled facilities.

“We were introducing a renovated property and needed a unique paper to enhance a grand opening invitation,” explains Cindy Martin, art director at COLOURS, the marketing communications firm retained by Crowne Plaza to promote the event. Martin chose FiberMark's silky Black Touché Cover to provide an elegant, upscale image for the invitation and to engage the recipient. The soft matte black surface was printed with silver metallic ink and clever folds and die cuts were incorporated into the design, for a memorable first impression. “Touché helped convey an understated elegance that matched the property's interior design.” The combination of Touché's rich, luxurious feel with a clean, sleek design echoed the urban, yet suburban, architecture used in the hotel's renovation.

“We had over a 50% response rate, with over 400 guests,” remarked Marilynne Bouteiller, marketing director for Crowne Plaza Hotel. “The invitation received countless compliments as people responded to the event. Everyone loved it.”

FiberMark's distinctive Touché Cover provided the perfect solution to portray Crowne Plaza's unique personality, achieve impressive response rates, and positively impact their business.

For more information on Touché Cover and other brand-enhancing cover materials from FiberMark, please contact Emily Larsen at 413-539-5222, or e-mail [elarsen@fibermark.com](mailto:elarsen@fibermark.com).

*FiberMark offers distinctive covering materials that express brands, inspire designs, and make lasting impressions. With an extensive range of visual and tactile options, FiberMark materials provide an endless array of design possibilities. These specialty fiber-based materials are enhanced with a variety of colors, finishes, and embossing techniques that create visual depth and invite touch. FiberMark's design specialists work with creative teams to develop a look that captures a brand's unique personality, differentiate it from competitors, and create impact. FiberMark crafts its materials in the U.S. and Europe, creating innovative solutions for world-leading brands.*