

**FOR IMMEDIATE RELEASE**

**FIBERMARK'S FSC-CERTIFIED MULTICOLOR COVER PAPER HELPS  
PROPEL HARPERCOLLINS' *DARING* AND *DANGEROUS* BOOKS TO  
BESTSELLER LISTS**

**August 11, 2008 – Brattleboro, VT** – FiberMark, a leading producer of specialty covering materials for a variety of applications including office products, publishing and luxury packaging, today announced that publisher HarperCollins chose its new Multicolor 80 line of lightweight cover papers to jacket its international best-sellers *The Daring Book for Girls* and *The Dangerous Book for Boys*.

FiberMark's Multicolor® 80, formerly known as Permalin® Colors, is a dyed-through, eighty-pound kraft ideal for book covers and spines. Available in a full spectrum of colors and widths to complement the book binding process, it is specially designed for foil, ink and blind stamping, and is certified by the Forest Stewardship Council (FSC), which ensures that the material is made from trees harvested according to strict environmental standards and forest management practices.

Published first, *The Dangerous Book for Boys* was bound with Multicolor 80 Raspberry and embossed with a Leno finish. Raspberry is one of 90 FSC-certified standard colors in the Multicolor line. The pretty but bold Multicolor 80 Turquoise, also in Leno, that cloaks the *Daring* tips for girls was developed specifically for the book and produced exclusively for its printing. Since the release, Turquoise has been added to the palette and is now part of FiberMark's standard offering. Both pieces were also stamped with a gold and silver foil and a black pigment to enhance their sense of nostalgic charm.

"We needed something unique that would grab the consumer's attention," said Susan Kosko, director of production at HarperCollins. "The old-time look and feel of the product was critical to conveying the message within."

"HarperCollins took a very savvy approach to marketing these books, and the cover paper they chose reflected their strategy," said Susan Hurt, vice president of marketing at FiberMark. "We are delighted with their enormous success, and believe that the impact of the covers played an important role in that achievement."

For more information about Multicolor, or to order samples or a swatchbook, visit [www.fibermark.com/multicolor](http://www.fibermark.com/multicolor) or contact FiberMark customer service at 800-843-1243.

**About FiberMark**

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 for applications in the office products, publishing, luxury packaging, technical/industrial and graphic design markets. The company's 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, differentiates it from competitors, and creates impact. FiberMark crafts its materials in the U.S. and Europe, creating innovative solutions for world-leading brands.

###

**For additional information, contact:**

*Laura Nelson or Kaycee Roberts*

*SVM Public Relations*

*(401) 490-9700*

[\*laura.nelson@svmpr.com\*](mailto:laura.nelson@svmpr.com)

[\*kaycee.roberts@svmpr.com\*](mailto:kaycee.roberts@svmpr.com)