

**FOR IMMEDIATE RELEASE**

**FIBERMARK INTRODUCES DORSET™**

***New Cover Material Brings Sophisticated Visual Appeal to Luxury Brands***

**January 31, 2008 – Brattleboro, VT** – FiberMark, a leading producer of specialty papers and fiber-based materials for a variety of applications, today announced Dorset™, a versatile cover and folding carton material with a pigment coating and smooth matte finish for an understated elegance.

Beater-dyed, which ensures color consistency from run to run and throughout the sheet (no white edges), Dorset features a matte pigment coating for deep, rich color saturation. Available in 17pt and 23 pt thicknesses, it is strong and durable and provides a stylish, refined alternative to white SBS.

With excellent scoring, folding, and gluing properties and a resistance to moisture and scuffing, Dorset is ideally suited to folding carton applications and other stationery materials, including slipcases, folders and portfolios, invitations and cards, and notebook and journal covers.

Dorset is offered in eight handsome colors, including sandstone, dusk, green tea, imperial red, rondo, midnight, espresso and raven. All colors are composed of 35% recycled content (except Sandstone at 10%), and enable easy foil stamping and screen printing. Custom colors and embossing options are also available.

“FiberMark is dedicated to providing designers with an extensive array of cover materials that can reflect and enhance high-end brands,” said FiberMark Product Marketing Manager Phyllis Custer. “We are pleased to introduce Dorset, a new, elegantly refined material choice for designers looking at new ways to express the luxury of their brands, from folding cartons to a range of marketing collateral.”

For more information about Dorset, or to order samples or a swatchbook, visit [www.fibermark.com/dorset](http://www.fibermark.com/dorset) 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. 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.

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