

FOR IMMEDIATE RELEASE

FIBERMARK'S EVORA BY CORVON® BRINGS A FRESH, UNEXPECTED LOOK TO PENFOLIO

February 26, 2008 – Brattleboro, VT – FiberMark, a leading producer of specialty papers and fiber-based materials for a variety of applications, today announced that Federal Looseleaf, a Minneapolis, Minnesota firm that develops and manufactures customized presentation covers, recently chose Evora by Corvon® decorative covering material to create a dramatic look for a new product it was introducing.

In launching its new penfolio pad holder product, Federal Looseleaf wanted to develop a creative sample that would deliver a strong “wow” factor.

“This was an important self-promotional piece for us. Our goals with it were twofold,” explained Jeff Hunter, president of Federal Looseleaf. “First, we wanted to promote our penfolio product as a brand new, innovative concept. Second, we wanted to demonstrate what can be done if you go out of the box, and use unorthodox, creative materials.”

The company turned to FiberMark to find a covering material that was out of the ordinary. Federal Looseleaf soon found the perfect material – the unique, cork-like Evora by Corvon®.

Evora offers the rich, earthy look and texture of natural cork, coupled with superb durability. Evora doesn't just look like cork; it feels like the real thing, too, which really attracted the attention of Federal Looseleaf. In addition, Evora is excellent for foil stamping and screen printing, which was important to the customer, since they planned to feature an embossed logo on the cover.

Federal Looseleaf chose the warm, cork-like Evora for the body of the folder, accented by Black Skivertex® with Sanigal embossing for the edge binding and interior panel. The rich, old-world styling of the Evora material juxtaposed with the sleek, glossy Black Skivertex provided an extra depth to the cover, and delivered a sensory jolt – exactly the kind of aesthetic experience that Federal Looseleaf was looking for.

Federal Looseleaf produced sample penfolios to show to customers and prospects, and people were instantly intrigued.

“People are fascinated by it,” noted Hunter. “This project has been very successful for us. The penfolio covered with FiberMark's Evora and Skivertex has done so well, in fact, that it has prompted orders of other presentation products using the same materials.”

FiberMark's distinctive, one-of-a-kind covering materials provided Federal Looseleaf with the creative edge it needed to attract attention, make a lasting impression and generate sales.

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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