

FOR IMMEDIATE RELEASE

FIBERMARK OPENS MANHATTAN DESIGN CENTER

July 15, 2008 – Brattleboro, VT – FiberMark, a leading producer of specialty papers for a variety of applications including office products, publishing and luxury packaging, today announced the opening of its new Manhattan Design Center. The Center will showcase a library of FiberMark’s richly textured and colored cover materials and the applications they have inspired, and will serve as a collaborative location for designers to sample FiberMark materials and share ideas for integration into their projects.

Situated in New York City’s desirable Flatiron District, the Design Center is located at 20 West 22nd Street, Suite 703. To celebrate the new venue, FiberMark held opening receptions at the Center in early June that drew 70 guests from the design, packaging and publishing industries.

“We invite designers to the FiberMark Design Center to experience our wide range of inspirational covering materials firsthand and to experiment with them in a relaxed and creative environment,” said Mig Perkins, FiberMark’s U.S. designer in residence. “People are always discovering new uses for our papers, sometimes combining them in wonderful and unexpected ways. Seeing a box wrapped in lacquered crocodile might just trigger an idea for a book cover, or the suede-like red liner of a bag might suggest use of the same suede-like paper as an envelope in yellow. FiberMark can respond to design direction, and we hope that the inventory of large loose sheets and the changing of a collection of innovative finished products from many markets will excite the imaginations of our creative visitors for their own projects.”

Designed by architect and furniture designer Roger Crowley, the Center embodies the luxury and elegance of FiberMark products and formally riffs off the inherent properties of paper. Simple planar surfaces evoke the aesthetics of large sheets of paper – curved, folded and flat – and create a changeable gallery for the innovative designs set against them, while the materials of the wood cabinetry and cork floor allude to pulp’s forest origin. Overhead, a spiral of tiny, jewel-like lamps gives sparkle to the graceful curves of the shiny project mounts, and highlights an array of stepped wall shelves that serves as the primary display area for showcase pieces. The centerpiece of the space is a 12-foot sculptural conference table designed by Crowley and fashioned from scrolling stainless steel and ivory white Corian carved in the evocative shape of a traditional binder’s bone.

“The Design Center is a physical imagination of the FiberMark creative spirit,” said architect Roger Crowley. “The entire design and décor of the room delivers a still reflection on the qualities of paper and its elegant application in FiberMark’s products. The company draws on the understated luxury of beautiful materials to inspire its customers, and the Center personifies this creative stimulus.”

Interested designers in the Manhattan area are invited to visit and share their projects with FiberMark representatives when looking to integrate new materials into their work.

For more information about the Design Center, or to schedule an appointment to visit, contact Kim Spencer at (413) 539-5229.

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.

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