

## **FOR IMMEDIATE RELEASE**

### **FIBERMARK ROLLS OUT NEW “NATURALLY CREATIVE” CAMPAIGN**

**June 23, 2008 – Brattleboro, VT** – FiberMark, a leading producer of specialty papers and fiber-based materials for a variety of applications, today announced a new branding campaign to heighten awareness of the singular qualities of its products and company. The new campaign embraces “Naturally Creative” as its tagline, to reflect the company’s commitment to design innovation and to the environment, as well as to celebrate its heritage as a resource for creative professionals.

The “Naturally Creative” branding platform links FiberMark’s materials to the natural world, where they find inspiration for their textures and colors. It also pays tribute to the creativity of its customers, who find ever more innovative ways to push the design envelope using FiberMark materials. The positioning also underscores FiberMark’s environmental sensitivity, which imbues all aspects of its business, from FSC certification of its products to the innovative green manufacturing processes used to produce them.

“FiberMark’s status as a leader in developing a range of exceptional luxury cover materials that inspires designers in many markets, as well as our recent industry-first environmental initiatives, compelled us to create a new positioning that better expresses the essence of our company and our products,” said Susan Hurt, vice president of marketing at FiberMark. “We view this as an important step as we continue to evolve and grow the FiberMark brand.”

The scope of FiberMark’s new brand identity is extensive, cutting across all of the company’s collateral materials, including swatchbooks, email newsletters and announcements, advertisements, brochure, and internal documents such as presentations, stationary and employee newsletters. The company’s annual specifier awards have also been adapted to reflect the “Naturally Creative” brand.

For more information about the “Naturally Creative” campaign, visit [www.fibermark.com](http://www.fibermark.com).

#### **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, 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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