

October 16, 2006

Contact:

Emily Larsen

Marketing Specialist

FiberMark

413-539-5222

elarsen@fibermark.com

**FOR IMMEDIATE RELEASE**

## **WHERE DO DESIGNERS TURN WHEN THOUSANDS OF COVERING MATERIAL CHOICES AREN'T ENOUGH?**

**(Brattleboro, VT) – October 16, 2006** -- FiberMark features thousands of material choices in an almost endless variety of weights, patterns, textures, finishes and colors in both turned-edge and self-supporting substrates. But what if, in today's competitive retail environments, designers are looking for even more options?

To meet these needs FiberMark offers its state-of-the-art **ProtoLab** -- a creative resource for designers and brand owners seeking unique materials that will add a level of differentiation and distinction to their projects. Scores of the world's leading brands in publishing, luxury packaging, and office products consistently turn to FiberMark, the world's leading specialty cover material provider, to meet their brand-building needs featuring innovative and irresistible cover materials.

"The premise is pretty simple: if a designer is looking for a color, finish, texture or weight that we don't have we'll craft it from scratch and ship it out," says John Pucul, Senior Vice President of Sales. "Today's business world is moving faster and faster and we focus on the quick turnaround time our customers demand."

New materials originating from FiberMark's **ProtoLab** are compatible with a wide variety of manufacturing and secondary decorating processes, including die-cutting, post-embossing, silk screening and foil stamping with superior results.

"The **ProtoLab** is an ideal way for designers to create prototypes, experiment with new tactile finishes, and a great way to unleash the innovation that ultimately leads to better, more inventive covering materials, and increased sales at point-of-purchase," says Pucul.

FiberMark materials are widely used for book covers, packaging, sales kits, binders, notebooks, menus, tags, brochures, shopping bags and other marketing vehicles, representing opportunities to reinforce a brand image. FiberMark materials can contribute to creating one unique, unified look across many media.

To find out more about the **ProtoLab** capabilities for your next project, contact FiberMark Customer Service at 800-843-1243.

*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.*