

## **FOR IMMEDIATE RELEASE**

### **FIBERMARK EXPANDS ITS FSC PORTFOLIO WITH NEW MULTICOLOR® LINE**

*Introduces a Full Spectrum of FSC-Certified Lightweight Papers in Classic and Eye-Catching Colors for Publishing and Packaging Applications*

**July 22, 2008 – Brattleboro, VT** – FiberMark, a leading producer of specialty covering materials for a variety of applications including office products, publishing and luxury packaging, has introduced two new lines of Forest Stewardship Council (FSC)-certified lightweight papers for the publishing and packaging markets. FiberMark's new Multicolor®70 and Multicolor®80 lines combine the best colors and features of the company's previous Permalin® Colors, MultiColor® and Kivar® 6 product lines, along with additional colors, embossings, and environmental attributes.

FiberMark's Multicolor 70 and Multicolor 80 are responsibly manufactured, colored kraft papers available in 70# and 80# basis weights, and in widths that complement book-binding processes as well as packaging applications. With a range of 90 colors – including eight inclusion papers and six parchment looks – designers can create a virtual spectrum of projects. All colors are FSC-certified, acid-free and are dyed through to ensure good fade resistance and superior wear resistance. In addition to FSC certification, a select range of Multicolor papers is offered with 30% Post Consumer Waste (PCW) recycled fiber. Additionally, eight embossing patterns are available to designers who seek to add texture to their designs.

The FiberMark Multicolor products are certified under a single chain of custody certification code (SW-COC-003054).

“We are pleased to be able to offer these lines with their incredible breadth of colors, numerous embossing options, and environmental integrity, to designers in the publishing and packaging industries,” said Susan Hurt, vice president of marketing at FiberMark. “Our Multicolor products give these designers an almost infinite selection of high-quality, high-performance, FSC-certified papers from which they can choose to distinguish their brands.”

Multicolor 70 and Multicolor 80 are available in large quantities for immediate shipment, and are stocked by many book manufacturers for quick turnaround. Kivar 6 and Permalin Colors are available while supplies last.

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