



Appleton's West Carrollton mill earns Department of Energy award

(Appleton, Wis., August 31, 2010) The U.S. Department of Energy (DOE) Industrial Technologies Program (ITP) has awarded Appleton's paper mill in West Carrollton, Ohio, with the *Save Energy Now* Energy Champion designation. The award recognizes the mill's significant achievements in industrial energy efficiency. Just 56 U.S. manufacturers have received the Energy Champion designation in 2010.

To be eligible for the Energy Champion award, facilities must achieve 250,000 million Btu of energy savings or reduce plant energy consumption by 15 percent.

Satish Damodaran, West Carrollton mill manager, said that significantly reducing energy consumption is a critical element of Appleton's sustainable manufacturing process. He credited the engagement of mill employees in that process for driving the improvements that earned the mill its Energy Champion award. "The award reflects progress in our ongoing efforts to eliminate waste from all aspects of our operations and to reduce energy consumption," said Damodaran.

Save Energy Now is a national initiative to reduce industrial energy intensity by 25% or more in 10 years. Companies nationwide can partner with DOE, participate in no-cost energy assessments, and use ITP's proven resources to reduce energy use and improve efficiency. In addition to designating Energy Champions, the *Save Energy Now* program also recognizes Energy Savers: facilities that achieve more than 75,000 million Btu total energy savings or more than 7.5% total energy savings. Energy Champion and Energy Saver award recipients work with a DOE energy expert to assess key industrial process systems and identify cost-saving opportunities.

For more information visit: Save Energy Now Website: www.eere.energy.gov/industry/saveenergynow/

About Appleton

Appleton creates product solutions through its development and use of coating formulations, coating applications and microencapsulation technology. The Company produces carbonless, thermal and security papers and Encapsys® microencapsulated products. Appleton, headquartered in Appleton, Wisconsin, has manufacturing operations in Wisconsin, Ohio, and Pennsylvania, employs approximately 2,000 people and is 100 percent employee-owned. For more information, visit www.appletonideas.com.

Media Contact: Bill Van Den Brandt
Manager, Corporate Communications
920-991-8613
bvandenbrandt@appletonideas.com