



NEWS RELEASE

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FOR IMMEDIATE RELEASE

***Appleton Expands Security Papers Portfolio with Color Papers,
Enhanced Indicator Stains and Security Fibers***

Develops new marketing materials to simplify
matching in-paper security features to applications

APPLETON, Wis., June 1, 2010—Appleton has introduced two new paper colors for its line of DocuCheck Basic® security papers. The company has also enhanced the performance of indicator stains and increased the level of invisible fibers throughout its portfolio of DocuCheck® and DocuMark® security papers.

The addition of DocuCheck Basic blue and green color options expands the range of products for safeguarding important documents from fraud, illegal distribution and counterfeiting. The enhanced indicator stains provide tamper evidence against chemical alteration by changing colors. The increased concentration of invisible security fibers makes authentication easier for end users, and makes it more difficult to counterfeit documents.

“Our full complement of security substrates is engineered as a platform on which to build a solid foundation of layered fraud protection,” said Jeff Luehring, product manager, security and carbonless papers. “Appleton’s in-paper security features work in concert with printed-on security features to create a level of protection that can be easily customized.”

The new security products marketing materials from Appleton include selector guides for five product grades and identify standard, recommended and situational features, as well as common applications.

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ADD ONE, Appleton Security Products

In addition, Appleton has a product sample kit that includes 27 different grades of its security paper. The sample kit was designed to make it easy to select and mock-up the right security solution for the application.

“We developed our new marketing materials to help printers combine the best mix of standard and custom in-paper security features with their printed-on security features,” Luehring said. “Creating the optimum security platform maximizes the level of protection that truly meets the needs of the application.”

Appleton offers a broad range of in-paper security features, some of which include fourdrinier and ghost watermarks, Tonerfuse® II to aid toner adhesion, polyester threads with micro-printed text, microscopic taggants that become recognizable with a special reader, UV light and temperature-sensitive planchettes, and special coatings, among others. Common applications include financial documents like high-volume business checks and confidential information; prescription pads; and identification documents like birth certificates and auto titles.

The new marketing communications materials and sample kits are available from Appleton by calling (800) 533-9421 or online at www.appletonideas.com/security.

Appleton manufactures its security papers entirely in its own facilities to ensure authenticity and full chain-of-custody compliance. Its security papers are used worldwide. The company is a member of the North American Security Products Organization (NASPO).

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