



January 13, 2012

To Our Valued NCR Paper* Brand Sheet and Fluorescent Product Customers:

Appleton is announcing a price increase on NCR PAPER* Brand carbonless sheet products and of 8PT C1S and 10PT C1S fluorescent roll and sheet products sold in the United States and Canada.

Despite a modest decline from record high pulp costs, rising prices for other commodities and general inflationary pressures have increased costs associated with manufacturing and transporting our products. Appleton continues its efforts to improve productivity and reduce costs through lean initiatives; however, we are unable to offset these cost increases.

Effective with shipments on Monday, February 27, 2012 Appleton will increase prices of carbonless sheet, fluorescent roll and sheet, and non-paper items as follows:

All Carbonless Sheet Grades	6.0%
Non-paper products	6.0%
8PT C1S	6.0%
10PT C1S	6.0%

Attached are the new formal price pages for the respective products. Please contact your Appleton sales representative with any questions you may have. We value your business and thank you for your continuing support.

Sincerely,

Jennifer Boone
Director & GM –
Carbonless Sheets

Attachment(s)

*NCR PAPER is a registered trademark licensed to Appleton Papers Inc.