



## **Appvion Introduces kaBoom!™ Colored Papers**

(APPLETON, Wis.), September 15, 2015 — Appvion, Inc. has introduced a new brand name, new colors, and new basis weights to its line of colored papers. kaBoom!™ Colored Papers by Appvion are designed to add value for printers, converters, distributors, merchants and their customers. They are well-suited for applications including menus, posters, direct mail, brochures, flyers, arts and crafts and business communications.

“kaBoom! Colored Papers by Appvion are dyed, not tinted, for rich and uniform color, superb printability and outstanding performance,” said Ethan Haas, Appvion’s vice president and general manager of carbonless and specialty papers. He added, “With our fully integrated pulp and specialty paper mill, we control the entire supply chain process. As a result, we can maintain product quality, provide timely service and ensure product supply.”

For printers and converters, kaBoom! offers a wide variety of brilliant colors such as storm’n orange, yowza yellow, gripping green, electric blue and firecracker red, a range of basis weights, and physical properties that provide excellent performance on offset, laser and desktop inkjet printers. The paper’s durability, stiffness and bulk ensure outstanding performance on post-processing and inserting equipment. Distributors and merchants will be pleased with a service package that ensures availability with shorter lead times and lower minimums. For end users, kaBoom! delivers proven increases in direct mail response and document readership.

The kaBoom! portfolio includes bond, multi-use, and tag and ledger products available in weights from 12 lb. bond to 125 lb. tag. All are available in a powerful palette that includes vivid colors and gentle pastels. kaBoom! products are available in sheets and rolls from merchants, distributors, printers and converters.

kaBoom! Colored Papers by Appvion are made in the U.S.A. at Appvion’s fully integrated specialty paper mill in Roaring Spring, Pa. The papers are acid free, elemental chlorine free (ECF), and manufactured under ISO 14001:2004-certified environmental management systems. FSC® Certified (FSC-C003368) or FSC Certified (FSC-C012633) products are available as are options with up to 50% alternative fiber (post-consumer or post-agricultural waste).



kaBoom! is available in low minimum order quantities and in custom roll widths and sheet sizes. Appvion will work with customers to develop colored paper products that have custom colors and basis weights. The company ensures timely delivery via its network of strategically located distribution centers, and kaBoom! is backed by Appvion's 100% satisfaction guarantee.

### **About Appvion**

Appvion creates product solutions through its development and use of coating formulations and applications. The company produces thermal, carbonless, security, inkjet, digital specialty, and colored papers. Appvion, headquartered in Appleton, Wisconsin, has manufacturing operations in Wisconsin, Ohio and Pennsylvania, employs approximately 1,500 people and is 100 percent employee-owned. For more information, visit [www.appvion.com](http://www.appvion.com).

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