



Beyond What's Expected.™



Boise® ASPEN® Brand Briefing

November 11, 2008

Subject: Carton Packaging Change with Environmental Benefits

As Boise's premier brand of recycled paper, ASPEN® delivers high-quality imaging results and worthwhile benefits to the environment by using less water, less energy, fewer chemicals, and fewer trees than it takes to make non-recycled paper.

Soon, Boise will extend the environmental benefits of ASPEN recycled paper to its carton packaging. Beginning on November 3, 2008, Boise started manufacturing **ASPEN 30, ASPEN 50 and ASPEN 100** in **recycled brown kraft liners** as a rolling production change to its current bleached board liners. Brown kraft liners offer several notable advantages over bleached board:

- √ No chemical bleaching of fibers
- √ Less water used in fiber processing
- √ Fewer trees in the manufacturing process

By making this change, the new carton packaging for ASPEN's multipurpose grades enhances the brand's impact on environmental sustainability, without increasing the cost of these products to customers, or compromising the quality of graphic image reproduction or the legibility of informational copy.

ASPEN Laser and **ASPEN Color Copy** will continue to ship in its current cartons to reflect the color reproduction qualities of these products.

Boise® ASPEN®, packaged in brown kraft liner is a reflection of Boise's ongoing concern for natural resources and our commitment to going Beyond What's Expected™.

New ASPEN Carton Packaging:



Should you have any questions, please feel free to contact Michael Schrage or me.

Thank you for your continued support of Boise ASPEN branded recycled papers.

Christy Zukowski
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