



Beyond What's Expected.®



## Boise® SPLOX® Brand Briefing

April 27, 2009

**Subject: Boise® SPLOX® paper delivery system to be incorporated into Boise® X-9® paper and Boise® ASPEN® recycled paper product lines**

The Boise SPLOX paper delivery system is one of most unique products in Boise's Imaging Papers portfolio. Designed as an alternative to traditional 5- and 10-ream cartons, the Boise SPLOX paper delivery system provides easy access to 2,500 sheets of cut-size paper without having to remove straps and unwrap reams. This dramatically reduces the time and effort of loading high-capacity printers and copiers. The ergonomic features of the Boise SPLOX paper delivery system make it far easier and safer for an individual to carry a large quantity of paper.

Since its launch in 2003, the Boise SPLOX paper delivery system has existed as a standalone brand. The paper inside the box was identified as Boise paper, along with key specifications for basis weight, brightness and recycled content for the 30% post-consumer fiber version. As of May 1, 2009, Boise will convert the Boise SPLOX paper delivery system from a standalone brand to a packaging alternative within the Boise X-9 paper and Boise ASPEN recycled paper master brands. Customers who choose Boise X-9 papers and Boise ASPEN 30 recycled copy paper for the proven performance and quality characteristics of these imaging papers, now have an option of obtaining these products in a convenient, productive, environmentally-sensitive and safe packaging system.

A new tagline on the box brings the attributes of the paper brands together with our unique paper delivery system: "Great Paper. Smart Packaging System."

Beginning on May 1, 2009, Boise will start shipping Boise X-9 paper and Boise ASPEN 30 recycled paper in the Boise SPLOX paper delivery system as a rolling packaging change to the current Boise SPLOX products. This transition will impact on-package graphics only; sales codes, item numbers and UPC codes will not change.



This transition will affect Boise SPLOX (055300), Boise SPLOX 30% RC (055400) and Boise SPLOX Plus (056000) to include a total of 6 Boise SPLOX paper delivery system SKUs.

Product Number	Specifications	Branded Equivalent
SP-8420	92/20 8-1/2 x 11	Boise X-9 SPLOX, 92/20
SP-8420-P	92/20 8-1/2 x 11, 3-hole punch	Boise X-9 SPLOX, 92/20 3-hole punch
SP-9224	92/24 8-1/2 x 11	Boise X-9 SPLOX, 92/24
SP-PLUS-25	96/20 8-1/2 x 11	Boise X-9 Hi-Brite SPLOX, 96/20
SP-RC20	92/20 8-1/2 x 11	Boise ASPEN 30 SPLOX, 92/20
SP-RC20-P	92/20 8-1/2 x 11, 3-hole punch	Boise ASPEN 30 SPLOX, 92/20 3-hole punch