



Beyond What's Expected.®



Boise® SPLOX® – Frequently Asked Questions

What's changing with Boise® SPLOX® cartons?

Boise SPLOX paper delivery system will transition from a standalone Boise brand to a line extension within the Boise® X-9® papers and Boise® ASPEN® 30 recycled paper product lines. Boise SPLOX paper delivery system will serve as a packaging alternative to the traditional 5- and 10-ream cartons found in each of these imaging paper product lines.

Is the Boise SPLOX brand name going away?

No — The Boise trademarks SPLOX®, Speed Loading Box™ and certain brand identity design elements will continue to be utilized on carton packaging and in marketing material that feature the new products. These trademarks will exist as a subsidiary brand to Boise X-9 papers and Boise ASPEN 30 recycled paper in order to communicate the respective paper brands inside the Boise SPLOX paper delivery system.

Why is Boise making this packaging change?

Since its launch in 2003, the Boise SPLOX paper delivery system has existed as a standalone Boise brand. The paper inside the box was identified as Boise paper along with key specifications for basis weight, brightness and recycled content, if applicable. This change will combine the distinctive attributes of the Boise SPLOX paper delivery system with the product features of Boise X-9 papers and Boise ASPEN 30 recycled paper.

How will customers benefit from this packaging change?

Customers who choose Boise X-9 papers and Boise ASPEN 30 recycled 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 paper delivery system. Customers already familiar with the Boise SPLOX paper delivery system now have two well-respected imaging paper brands – recognized for runnability and versatility – to choose from for their high-production printing and copying needs.

What do the new cartons look like?

The new products carry the look and feel of Boise X-9 paper, Boise X-9 Hi-Brite paper and Boise ASPEN 30 recycled paper, with elements of the Boise SPLOX brand occupying a secondary position on the package. In addition, the Boise ASPEN 30 SPLOX paper delivery system will be packaged in a brown kraft carton to be consistent with the Boise ASPEN recycled paper packaging change that was implemented in the Fall of 2008. Messaging on the new cartons will communicate much more information about the features and benefits of the paper inside the box, while also promoting the attributes of the Boise SPLOX box itself. 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."





Beyond What's Expected.®



Boise® SPLOX® – Frequently Asked Questions

How will customers feel about this packaging change?

Boise Customer Insight implemented a market research study in March 2009 to gauge the level of interest our merchant and business-to-business end-use customers would have in this new packaging concept. As part of the survey, customers who currently buy the Boise SPLOX paper delivery system were asked to rate the system as a way to package Boise X-9 paper and Boise ASPEN recycled paper. On a 6-point scale (1=poor; 6=excellent), 83% of those customers gave a rating of "5" or "6".

Will the Boise X-9 SPLOX, Boise X-9 Hi-Brite SPLOX and Boise ASPEN 30 SPLOX paper delivery system cartons be as sturdy as the current Boise SPLOX cartons?

Yes — The new cartons will continue to provide the same convenience, accessibility, protection and safety as the Boise SPLOX boxes.

Will all of the products in the Boise X-9 papers and Boise ASPEN recycled paper brands change to the new packaging?

No — Boise X-9 paper and Boise ASPEN recycled paper will continue to be offered in 10-ream and/or 5-ream cartons. The new products will be an additional packaging option for Boise X-9 paper, Boise X-9 Hi-Brite paper and Boise ASPEN 30 recycled paper (8-1/2 x 11" only).

Will other Boise brands be packaged in the Boise SPLOX paper delivery system?

We chose to add this packaging option to Boise X-9 paper and Boise ASPEN 30 recycled paper because the performance characteristics of these products are best suited to high production copy and print applications where the Boise SPLOX paper delivery system excels. Nevertheless, we are evaluating the feasibility of extending the Boise SPLOX paper delivery system to other Boise imaging paper brands, and any such product line extension will be communicated well in advance.

When is this packaging change going to take place?

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.

When should customers expect to start seeing the new packaging on their Boise SPLOX orders?

We will continue to satisfy orders for the Boise SPLOX paper delivery system out of finished goods inventory. As inventory with the old Boise SPLOX packaging is depleted, we will ship Boise SPLOX orders in the Boise X-9 SPLOX and Boise ASPEN 30 SPLOX paper delivery systems.