News Release

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International Paper Introduces Tailored Service Offer for Carolina® Coated Paperboard in Europe


Carolina® is a high whiteness and brightness Solid Bleached Sulphate Board produced in the International Paper Riegelwood mill in North Carolina, US. It is ideally suited for graphical printing as well as high-end packaging applications. The product is already known in the European market, becoming now even more attractive as its new service offering will allow for greater flexibility and tailored solutions.

Starting from February 2013 Carolina® is available from International Paper distribution centers in Europe offering highly flexible service levels including small minimum order quantities and short lead times. Initially, the focus will be on standard sheet sizes with a view to expansion at a later stage.

Importantly for customers, Carolina® is available through the usual International Paper Coated Paperboard sales representation across Europe. All customer service related activities will be handled through International Paper’s Customer Service Center in Krakow, Poland. “Our new European Service Level for Carolina® is great news for our customers. As of now, we will have a ‘one face’ approach to Coated Paperboard customers, irrespective of whether the producing mill is located in Europe or the United States.”, explained Michael Krüger, Commercial Director Coated Paperboard & Recycled Specialities at International Paper. “Carolina® is a perfect addition to our existing successful product range in Europe. Carolina® will be especially attractive to our customers in the graphical segment as well as luxury packaging thanks to its unique shade and high brightness.” Any enquiries for Carolina® can be sent to the International Paper local Sales Manager or to the email address paperboard@ipaper.com.

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About International Paper
International Paper (NYSE: IP) is a global leader in packaging and paper with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include industrial and consumer packaging and uncoated papers, complemented by xpedx, the company’s North American distribution company. Headquartered in Memphis, Tenn., the company
employs approximately 68,000 people and is strategically located in more than 24 countries serving customers worldwide. International Paper net sales for 2012 were $28 billion. For more information about International Paper, its products and stewardship efforts, visit www.internationalpaper.com.

In Europe, Middle East, Africa & Russia (EMEA), International Paper focuses on the production and marketing of office papers and paper-based packaging. The company is a leading supplier of high-quality cutsize papers, coated and uncoated paperboard board and corrugated containers for a wide range of applications. International Paper in EMEA had net sales of approximately $3 billion in 2012 and employs approximately 9,100 people.

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