

Working to bring customers world-class solutions



Now that we have turned the calendar to 2008, I want to share with you our goals for International Paper's Commercial Printing & Imaging Papers business this year.

In 2008, we will continue to work to be a more reliable supplier to our merchants and become an even better company. As the world and our industry change, we have to change to remain successful in the future. Our goal within CP&IP is to earn more of your business by making you increasingly successful every day. We will work each day to bring you world-class solutions for your business needs.

As we move forward with strong momentum from a successful 2007, International Paper will be focused on:

Enhancing our supply chain systems across all businesses. We are in the process of implementation on new world-class supply chain capabilities which will provide a more dependable and reliable global company for you and your business.

Over the past few years, we have successfully implemented these SAP-enabled systems in several of our businesses. These conversions went very smoothly and we continue to successfully use the new capabilities. On March 1, we will convert our Georgetown and Eastover, S.C., mills to our new operating system. Our CP&IP business is very excited about this phase of the project and we have no doubt this will enable us to continue to build upon the success we have had together.

Next, we will continue to leverage innovation, finding new ways to win for our company and our customers. In 2005, we brought you VIP 1 with the launch of a brighter, whiter shade. This year, look for more game-changing technology from IP. Through these enhancements, together we will have the ability to lead change in the industry and the capability to sell value, because we all know it's no longer just about price. The first of these enhancements benefits imaging brands – Colorlok® Technology – enhances print quality and is engineered to produce faster drying time, more vivid colors, bolder blacks and more reliable printing for our customers. We are also looking forward to sharing news about VIP 2 with you later in the year and to having more detailed conversations about this exciting technology.

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Greg Gibson
Vice President and
General Manager,
Commercial Printing
and Imaging Papers

We will also continue to improve our customers' experience through CVM. The customer experience encompasses many facets of our business. A dedicated team is working to ensure customers receive prompt and courteous customer service, improved response time for inquiries, quick product availability and on-time deliveries. We are also working to better understand your needs and create superior value offerings for the mutual benefit of our customers and our company.

Finally, we will work to continue driving sustainability leadership for our company and our customers. We are pleased to announce that as a result of the success and interest around our first-ever Sustainability Summit last year in New York, we will hold a Sustainability Summit on June 18, 2008, at the Drake Hotel in Chicago. For more information, contact your International Paper sales representative.

Independent, third-party certification is one of the most significant developments in our industry in the last quarter century. Whether product is certified by Sustainable Forestry Initiative® or Forest Stewardship Council, the growth in forest certification has expanded dramatically to increase sustainable forest practices throughout the world. Millions of acres of forestland have been certified in the U.S. in the last decade, and in light of today's global markets, it is increasingly important to recognize forest products that come from well-managed, certified sources of wood fiber supply.

Finally, I'm pleased to tell you that John Sims, who led our Commercial Printing business segment, has been promoted to Vice President of Strategic Planning for International Paper, where he will oversee our annual corporate and business strategy process. We wish John the very best in his new leadership role within our company.

In John's place, we have named Teri Shanahan as business manager, Commercial Printing & Specialty Papers. Most recently, Teri was business manager for Pulp, Forms & Specialty Papers. She has been an outstanding leader for our company, and I am confident that she will excel in her new role as we continue to work to meet and exceed customer expectation.

We look forward to a safe, growing and prosperous new year with you. ❄

Sincerely,

Greg Gibson

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Accent® Opaque is now certified on HP Indigo and Kodak Nexpress digital presses

Accent Opaque is pleased to announce that we have been qualified for the HP® Indigo® and Kodak Nexpress digital production color presses by the Rochester Institute of Technology's (RIT) Printing Application Laboratory.

The following Accent Opaque items are certified:

- Accent Opaque Smooth 50-100 lb text
- Accent Opaque Smooth 65-100 lb cover

“Qualification on the HP Indigo and Kodak Nexpress machines comes at the perfect time, since we are preparing to launch the new Accent Opaque Digital portfolio into the marketplace,” says Esther Piñon, brand manager, Accent Opaque. “We plan to introduce 21 new items to our current Accent Opaque Digital offering which will encompass the more popular digital-size sheets including 12x18 and 14x20.”

RIT provides media evaluation programs on behalf of machines – including HP Indigo and Kodak Nexpress – to assist suppliers in the ongoing development of products that meet the evolving demands of the graphics communications industry. To reduce production time and materials needed, printers with the HP Indigo can access information for Accent Opaque products through RIT's Web site, <http://printlab.rit.edu>. For those with the Kodak Nexpress, qualified scripts are accessible on Kodak's Web site, <http://graphics.kodak.com>.

Accent Opaque is serious paper for customers who want a premium paper without the premium cost. With an impressive 152 whiteness and 96 brightness, Accent Opaque provides a premium surface for their best work. And its improved formation offers superior printability with runnability that is undeniably smooth.

All that *and* certified to perform well on HP Indigo and Kodak Nexpress? Now that's a serious paper. ✨

For more information on the Accent Opaque Digital Launch, please contact your International Paper sales representative.

UPCOMING TRADE SHOWS AND CONFERENCES

March 3-6	AllIM Print On Demand	Boston, MA
March 10-13	Publishing Business Conference	New York, NY
March 30 - April 1	AF&PA Annual Meeting	New York, NY
May 4-8	ACUP (Assoc. of Colleges and Universities)	Clearwater, FL
May 18-21	How Design Conference	Boston, MA
May 29 - June 11	DRUPA	Dusseldorf, Ger.

Hanging out with Hammermill® Papers

Have you heard the BIG news? Hammermill Paper is now even easier to sell because it's now backed by a **99.99% Jam-Free™** guarantee. We know that jam-free runnability is important to your customers, so we're extending our 99.99% jam-free guarantee to the entire line of Hammermill Papers. All the details on the guarantee can be found in the new Hammermill sales kit, sent out to you in January.

Also in this helpful kit, you'll find important information about new Hammermill packaging, which highlights the improved performance benefits of the paper and new selling features, like Sustainable Forestry Initiative® certification and introduction of ColorLok® Technology. ❄



The new Hammermill sales kit contains a poster-sized brochure for you and glossy fold-out brochure for your customers.

For additional copies, call Fulfillment Plus at (800) 892-5467.

Hammermill® Papers

have a new look



Hammermill, the brand that your customers have trusted for years, is getting a new look. Beginning in late first quarter, you will see a new ream and carton design across the entire product line. The contemporary design delivers a strong, visual impact, while powerful messaging reinforces Hammermill's worry-free performance.

New packaging highlights include:

- 99.99% jam-free guarantee on *all* Hammermill products. We guarantee that professional printers and office professionals will not experience more than one jam in 10,000 sheets on high-speed digital equipment, or we'll replace the paper or offer a refund up to the total purchase price.
- 100% of the Hammermill product line is certified to globally recognized forest certification standards. New packaging will reinforce our environmental stewardship efforts with special environmental messaging right on the ream.
- With the new packaging change, Hammermill Copy Plus, Fore® MP, Inkjet, Multipurpose and Tidal® MP grades will be enhanced with ColorLok™ Technology, so your customers can expect faster drying, bolder blacks and vivid colors. For more information about ColorLok Technology, go to www.colorlok.com. ❄

The introduction of new packaging will be a rolling change starting late first quarter. For more information, contact your International Paper sales rep.

Look for the new Hammermill® ad campaign coming soon...

The Hammermill brand is launching a cohesive advertising campaign to support your selling efforts. Beginning in March, your customers will see print ads which reinforce Hammermill's worry-free performance.

Our advertising will also include billboards and taxi signs around industry trade shows, to reinforce our 99.99% jam-free guarantee.

Finally, national radio traffic reports will be sponsored by Hammermill with a simple, clear script: "This traffic report is brought to you by Hammermill Paper. Hammermill is guaranteed to be 99.99% jam-free. Don't you wish traffic was? Hammermill. No worries."

With all these tactics working in your favor, there truly is no need to worry. Selling Hammermill Paper just got easier. ❄



Wrapped in film – Could a laminate create the effect you’re looking for?

Remember in elementary school when you created masterpieces using only construction paper and a laminator? The coating that hung on the fridge when you were a child has a new life with designers for their “grown-up” work.

Stated simply, laminate is a film coating that can be applied to paper by using heat or solvents. Typically, laminate will cover the entire sheet of paper, since no easy or efficient way of spot laminating has been discovered.

Laminate films are most often used to protect, but the variety of films available suggests designers are now using laminate films for visual effects. Take a look at the cover of this [Link](#) issue – it is coated in a linen polyester laminate. For this issue, we chose a textured film laminate technique.

Other types of textured laminate films include sand, leather and canvas.

However, textured laminates aren’t the only design-friendly films out there. Designers can also find tinted, sparkling and one that looks like cracked ice. For the more subtle designer who likes to add a classic touch, matte and satin laminates could do the trick.

The most common styles of laminate film are matte, gloss, opaque or colored, iridescent, UV protective, waterproof and textured.

Another important factor to consider with laminates is the materials from which the laminate film is made. Below is a list of positives and negatives. ❄

Basic Types of Laminate	Positives	Negatives
Polypropylene	<ul style="list-style-type: none"> Least expensive Can be folded More protection than liquid coatings Can be used with dry-erase 	<ul style="list-style-type: none"> Susceptible to scratches Longer production times
Polyester	<ul style="list-style-type: none"> Most durable Resists scuffs and tears 	<ul style="list-style-type: none"> Prone to glares Difficult to fold Difficult to recycle Longer production times Increased mailing costs
Nylon	<ul style="list-style-type: none"> Will not curl Stable Good for book covers 	<ul style="list-style-type: none"> Most expensive Difficult to recycle Longer production times

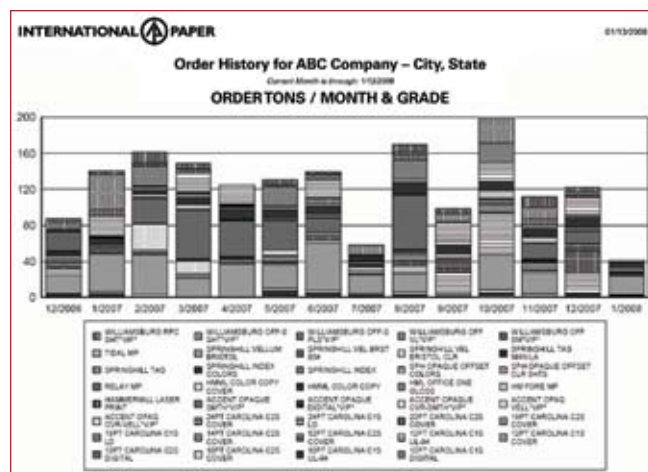
OrderIP – My Reports:

Saving time with just a few clicks

If you spend time searching for open IP orders, not knowing which ones have been closed or shipped, OrderIP has the solution. If you want to know how much IP product you ordered in a given month, OrderIP can give you the answer you need. The OrderIP 'My Reports' feature offers two reports which are updated nightly:

Open Orders: Provides a quick at-a-glance view of only your open orders sorted by Ship To location and your PO number. You can also view items, sourcing facilities and original planned ship dates.

My Reports: Provides a view of all IP products by grade and the number of tons ordered by month. As an added feature, the information can be viewed in spreadsheet or bar graph presentation. ✨



You can start saving time right away with OrderIP. Contact your dedicated CP&IP sales representative or customer service representative to start using OrderIP today.

OUR ENVIRONMENT

Sustainable Forestry Initiative®

program marks record growth

The Sustainable Forestry Initiative® (SFI®) program recorded substantial growth in 2007, including a 750 percent increase in locations with SFI chain-of-custody certification that can track products from certified forests.

“We started 2007 with 21 certificates at 48 locations, and ended it with 102 SFI Chain-of-Custody certifications at 408 certified locations,” said Kathy Abusow, president/CEO, SFI, Inc. “This represents a 386 percent increase in certificates and a 750 percent increase in certified locations – and it appears the momentum will continue in 2008.”

Chain-of-custody certification means a company has a tracking system in place that identifies the amount of certified, uncertified and recycled content in the forest products it buys, uses or sells. There was also an increase in the amount of SFI-certified lands – to 143.7 million acres at the end of 2007 from 135 million acres at the end of 2006.

The SFI program is one of the largest in the world, with a standard based on principles and measures that promote sustainability including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests of exceptional conservation value.

Abusow said she was not surprised by the SFI program’s growth. “More companies and more consumers understand the benefits of forest certification, and know that when they see the SFI label on a product – be it a juice box, printer paper or a two-by-four – that the wood fiber in that product is from a legal and well-managed source.” ✨

Abundant Forests Alliance

releases new interactive Abundance Map, bringing the size and health of U.S. forests to life

PlantItForward.com/Abundant tells the story

In today's "green" world, there is pressure coming from all angles for companies and consumers to act responsibly and to play a part in protecting the forests. Now, the Abundant Forests Alliance (AFA) is bringing the good news straight to consumers and customers. With its new interactive Abundance Map, you can see firsthand that the nation's forests are healthy and thriving, and customers and consumers can feel comfortable using the wood and paper products they need and love.

Since many people see only a few trees in their own backyards or communities, they may be surprised to know that forests are thriving across the country, with 12 million more acres of forestland today than just 20 years ago. In fact, according to the recently released State of America's Forests report, the United States is currently covered by more than 750 million acres of forestland, an amount essentially unchanged over the past 100 years. While the facts speak for themselves, if all people see are developments and shopping centers from their home windows, they may think the forests are shrinking -- until now.

With just the click of a mouse to PlantItForward.com/Abundant consumers can see for themselves the truth about the forests. PlantItForward.com/Abundant provides a fun, educational place to learn all the facts about the state of America's forests.

Every single day, four million new trees are planted across America. Check PlantItForward.com to learn easy, small steps to renew, reuse and respect our forests, like choosing certified sustainable paper products.

The Abundance Map is a new component of AFA's multi-million dollar, multi-media effort to share the facts about how sustainable forestry practices, improved recycling and new technologies are helping to preserve the delicate balance between providing the wood and paper products people want and need while giving the forest what it needs to flourish. The AFA is working to ensure that consumers remain confident in their choice of paper and wood products by spreading the message that we can't live without forests -- or paper and wood products in our lives.

About the Abundant Forests Alliance

Members of the wood and paper products industry in the United States, including International Paper, formed the Abundant Forests Alliance to share information with consumers and customers about the many ways our industry is helping to ensure that with proper care and management there will always be abundant forests. Through sustainable forestry practices, improved recycling and new technologies, our industry is helping to maintain the delicate balance between supplying the wood and paper products people need and giving the forest what it needs to flourish. By working together to renew, reuse and respect our forest resources, we can balance the needs of people with the needs of nature so forests can remain abundant. ❄️

Visit abundantforests.org for more information about AFA.



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