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Verso Introduces a Guide to Paper Selection for Election Direct Mail

New Promotion Provides Tips for Winning Political Campaigns

MEMPHIS, Tenn., June 1, 2016 /[PRNewswire](#)/ -- Verso Corporation (OTCPink: VRSZQ), the leading North American producer of coated papers, today introduced a promotion with tips for creating a successful election direct mail campaign featuring Verso's entire offering of 7 pt. and 9 pt. products that meet the United States Postal Service (USPS) minimum requirements for direct mail. The promotion, titled *A Guide to Paper Selection: Election Direct Mail: Verso Tips for Winning Political Campaigns*, is printed on Sterling® Premium 100 lb. (9 pt.) dull cover and 100 lb. text.

"This promotion provides practical advice for selecting the right paper, design elements, color scheme, printing process and target data when producing election direct mail and offers useful checklists and resources for creating winning political campaigns at the local, state or national level," said Verso Senior Vice President of Sales, Marketing and Product Development Mike Weinhold. "Direct mail is a smart and effective way to reach voters."

Verso offers a breadth of direct mail paper for any print technology and run length – from premium to economy sheets; digital and inkjet papers; and web offset papers. Products are readily available across the country in Verso and merchant distribution centers.

"Unlike most forms of political mass communication, direct mail lets you reach the right voters with the right message," said Verso Brand Manager Tanya Pipo. "Verso has the knowledge, services and products to help create a successful election direct mail campaign – including a broad offering of 7 pt. and 9 pt. USPS-guaranteed papers to ensure a smooth process from the printing press to finishing equipment, through the post office and into voters' hands."

"We strongly encourage U.S. candidates using direct mail for their campaigns to use paper made by a company owned and operated in the U.S., like Verso," said Weinhold. "It sends a message to voters that they are mindful of the importance of supporting U.S. manufacturing jobs. And because paper is both renewable and recyclable, using direct mail demonstrates a candidate's commitment to environmental sustainability, too."

Contact a Verso sales or merchant representative to get a copy of *A Guide to Paper Selection: Election Direct Mail. Verso Tips for Winning Political Campaigns*. To learn more about Verso's line of direct mail papers, please visit our website versoco.com.

About Verso

Verso Corporation is the turn-to company for those looking to successfully navigate the complexities of paper sourcing and performance. The leading North American producer of printing



and specialty papers and pulp, Verso provides insightful solutions that help drive improved customer efficiency, productivity, brand awareness and business results. Verso's long-standing reputation for quality and reliability is directly tied to our vision to be a company with passion that is respected and trusted by all. Verso's passion is rooted in ethical business practices that demand safe workplaces for our employees and sustainable wood sourcing for our products. This passion, combined with our flexible manufacturing capabilities and an unmatched commitment to product performance, delivery and service, make Verso a preferred choice among commercial printers, paper merchants and brokers, converters, publishers and other end users. For more information, visit us online at versoco.com.



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