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Verso Releases New PAPER@WORK™ Brief: Metallized Paper - When Performance and Sustainability Meet, Products Shine

MEMPHIS, Tenn., Aug. 4, 2016 /PRNewswire/ -- Verso Corporation (NYSE: VRS), a leading producer of flexible packaging, technical, and label and converting papers, today released *Metallized Paper – When Performance and Sustainability Meet, Products Shine*, the sixth installment in its popular PAPER@WORK™ series.

This brief discusses the benefits of metallized paper and its impact on product shelf appeal and packaging performance. It also highlights AR Metallizing, the largest and most established paper metallizer in the world, and its focus on service and innovation.

"This new brief delves into the process and advantages of metallizing paper and describes why AR Metallizing is the top provider in this specialized market," said Mike Weinhold, Verso Senior Vice President of Sales, Marketing and Product Development. "AR Metallizing's leadership, combined with our robust, highly-engineered paper, creates impactful impressions that influence purchasing decisions."

Metallized paper is a proven attention getter and sales driver on packaging and labels for branded consumer goods, and it creates visual impact and enhances reader memory in print applications like magazines, direct mail, collateral brochures, annual reports, posters and more. It is also a sustainable alternative to foils or printed films.

"One reason we work with Verso is because they are the leader in this niche," said Kizzie Suriel, AR Metallizing Marketing Communications Manager. "They helped us make metallizing our bread and butter. As the leader in metallized paper, we appreciate Verso's product standards and commitment to quality."

PAPER@WORK™ is an ongoing series of briefings from Verso which details a spectrum of important topics impacting the world of specialty papers. Please visit versoco.com/specialtypapers or email specialtypapers@versoco.com to request a copy of this free PAPER@WORK™ brief.

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.

About AR Metallizing

AR Metallizing is a global metallized paper manufacturer. Metallized paper is a sustainable alternative to foil or film. Metallized products are used in the production of functional, barrier, cosmetic, labeling and promotional packaging products for major brands. Our industries include food, beverage, consumer packaging goods, entertainment and several other industries. AR Metallizing enjoys a strong reputation in the market for its sustainable products. AR Metallizing is quickly earning a reputation for helping businesses and premium brands reduce climate emissions by replacing plastic packaging with great-looking, yet fully compostable packaging. For additional information, please visit <http://www.armetallizing.com>.

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