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Verso Introduces CraftPoint™, a Family of Beverage Label Papers for Craft Beers, Spirits and Wines

MEMPHIS, Tenn., Sept. 1, 2016 /[PRNewswire](#)/ -- Verso Corporation (NYSE: VRS), a leading producer of flexible packaging, technical, and label and converting papers, today announced the introduction of CraftPoint™, a family of premium pressure-sensitive and cut-and-stack beverage label papers designed to make craft beers, spirits and wines stand out on the shelf or in the cooler.

"As small-batch, independent beverage offerings continue to grow, we saw the need to create new and interesting label papers that truly represent the pride, craftsmanship and unique character contained in each and every craft beverage bottle," said Mike Weinhold, Verso Senior Vice President of Sales, Marketing and Product Development. "Our American-made CraftPoint™ label papers are as compelling as the beverages they represent, and are backed by our decades of experience producing high performance wet strength, cut-and-stack, and pressure sensitive label papers."



Available in four finishes and multiple basis weights ranging from 52 lb. to 70 lb. (3300 sq. ft.), CraftPoint™ beverage labels are designed to attract attention.

- CraftPoint™ Canvas** - Rustic texture with a pleasing soft, tactile finish
- CraftPoint™ Matte** - Matte finish with low gloss that supports high print fidelity
- CraftPoint™ Gloss** - Medium gloss finish that's ideal for a clean, wet look
- CraftPoint™ Reflections** - High gloss with a mirror-like finish for premium beverages

"With a pleasing white shade, and high wet strength and wet opacity, CraftPoint™ label papers offer the right combination of aesthetics and performance," said Jason Handel, Verso Group Vice President of Product Development and Technical Sales. "In addition, the multiple basis weights provide even more options for unique beverages to achieve a label look and feel that will stand out."

CraftPoint™ joins the broader range of coated one side (C1S), beverage and special purpose label papers from Verso. For more information or product samples, visit the Verso Booth No. 1539 at Labelexpo Americas in Chicago, Illinois, September 13 through 15, 2016, email specialtypapers@versoco.com or visit versoco.com/specialtypapers.

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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