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A Bright, Beautiful SBS Paperboard/Caliper Cover That Fits

Verso Introduces New Productolith® Pts. Promotion

MIAMISBURG, Ohio, May 2, 2017 /[PRNewswire](#)/ -- Verso Corporation (NYSE: VRS) today released "A Bright, Beautiful SBS Paperboard/Caliper Cover That Fits," a new printed promotion showcasing its Productolith® Pts. product line. Productolith® Pts. is the ultimate combination of a solid bleached sulfate (SBS) construction produced with a bright, beautiful fine-paper surface. Its SBS construction provides better consistency and stability than multi-ply boards, ensuring cleaner die cutting, sheeting and other finishing techniques.

"Productolith® Pts. is a proven performer with the right optics, printability and price to do the job it's needed to do," said Verso President of Graphic Papers Mike Weinhold. "It offers all the attributes you want from a graphical paperboard or coated cover—and a new 16 pt. C1S and C2S in both a folio and digital product offering to better serve the needs of our customers."

"This promotion is a demonstration piece that showcases the breadth of applications that are beautifully created using Productolith® Pts.," said Verso Brand Manager Tanya Pipo. "Using a variety of print techniques and post press applications, this promotion illustrates the smooth, bold, enhanced 92-bright, whiter-white offering of Productolith® Pts. and Productolith Pts. Digital®."



Pipo adds, "Productolith® Pts. SBS construction and fine-paper surface support a quality image in a wide range of applications. Postcards to posters. Packaging to point-of-purchase displays. Tags to tickets. Calendars to greeting cards. Book covers to laminated corrugated board. Productolith® Pts. is perfect for printing and post press applications, including converting, scoring, folding, die cutting, film laminating, foil stamping, or embossing to create something that will get your brand noticed."

Productolith® Pts. is made in America on fine-paper machines with Verso expertise. It is available in a wide selection of stocking items as well as custom sizes through Verso's three-day PressDate® Service program, saving customers time and money. Productolith® Pts. matching sheets, digital and web products are all backed by Verso's guarantee of full customer and technical support from start to finish.

To learn more about Productolith® Pts., 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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