



09/18/2018

Verso to Launch New Specialty Label Papers at Labelexpo Americas 2018

MIAMISBURG, Ohio, Sept. 18, 2018 /[PRNewswire](#)/ -- Verso Corporation (NYSE: VRS) today announced the launch of three new label papers, OptiLabel™ HB, OptiLitho™ C1S and OptiPrime™ Inkjet WS, further expanding its specialty label paper portfolio, the largest in North America.

"We are pleased to be launching three new innovative label products for pressure sensitive, label and converting, and inkjet food contact applications to satisfy the growing needs of our specialty paper customers," said Verso President of Graphic Papers Mike Weinhold. "We are very proud to be featuring these new products for the first time at Labelexpo Americas in Chicago next week."



Verso's OptiLabel™ HB family of general purpose pressure sensitive face stock papers expands with the addition of a new 58 lb. (3300 ft² / 86 gsm) basis weight offering that is optimized for laminating, label printing, die cutting and high speed label application processes. The OptiLabel™ HB family is also offered in a 53 lb. (3300 ft² / 78 gsm) basis weight and is designed for high-end, pressure sensitive label applications requiring premium label appearance and high strength for matrix stripping and runnability. Ideal for flexographic printing, OptiLabel™ HB features premium brightness and an enhanced blue-white shade, combined with high opacity and a semi-gloss finish.

OptiLitho™ C1S is a new family of C1S glue-applied cut and stack label papers for label and converting applications. OptiLitho™ C1S is offered in 55 lb. (3300 ft² / 81 gsm) and 60 lb. (3300 ft² / 89 gsm) and features a smooth surface, excellent ink holdout for offset, flexographic and rotogravure printing, and is designed to perform in demanding and unique printing and converting applications.

OptiPrime™ Inkjet WS joins the OptiPrime™ family of specialty pressure sensitive label papers for emerging label printing technologies and is offered in 42 lb. (3300 ft² / 62 gsm) and 38 lb. (3000 ft² / 62 gsm). OptiPrime™ Inkjet WS is a wet strength label paper designed for premium aqueous inkjet and flexographic direct food contact pressure sensitive label applications requiring wet strength performance for better durability in higher moisture environments. OptiPrime™ Inkjet WS has high strength for fast die cutting, matrix stripping and runnability along with a high brightness, high opacity and premium blue-white shade.

"OptiLabel™ HB and OptiLitho™ C1S products are made on the No. 3 paper machine known for making high quality release liner and label papers at Verso's Escanaba Mill in Michigan, a fully integrated pulp and paper manufacturing facility," said Verso Vice President and General Manager

of Specialty Papers Ed Buehler. "OptiPrime™ Inkjet WS is produced at Verso's Stevens Point Mill in Wisconsin, North America's largest state-of-the-art specialty paper mill."

These new offerings join Verso's label paper portfolio which includes Aspect®, Sterling®, OptiTherm™, UniTherm™, DuraPoint, ProPoint, OmniPoint, LithoPoint, EcoPoint and CraftPoint™ - the most comprehensive label paper portfolio produced in North America.

For more information, visit Verso's booth #1539 at Labelexpo Americas in Chicago, Illinois, September 24 – 27, 2018, or visit versoco.com/specialtypapers or email specialtypapers@versoco.com.

About Verso

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