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Verso Showcases Sterling® Premium in New Printed Promotion

Sterling® Premium. ELEVATE YOUR IMPACT.

MIAMISBURG, Ohio, Sept. 25, 2018 [/PRNewswire/](#) -- Verso Corporation (NYSE: VRS) continues to celebrate the power of print in its latest promotion titled *Sterling® Premium. ELEVATE YOUR IMPACT.* Sterling® Premium is Verso's premium coated sheetfed printing paper.

"Verso's Sterling® Premium challenges the paper quality/cost paradigm and delivers a first – premium coated paper at a budget-friendly price," said Verso President of Graphic and Specialty Papers, Mike Weinhold. "We've raised the bar on the status quo, delivering a more affordable premium coated paper that has a pleasing white shade and 96 brightness that brand owners desire and appreciate."

ELEVATE YOUR IMPACT. This new printed brochure, the third in a series, showcases the 96 bright, white shade and exceptional premium surface and print quality of 130 lb. Sterling® Premium Silk Cover and 120 lb. Sterling® Premium Digital™ for HP Indigo Silk Cover through detailed imagery and the use of various techniques to enhance the subject matter. Only print can offer special techniques such as embossing, foil stamping and die cutting that grab attention, create memories, build brands and drive sales.



"Sterling® Premium's optics combined with premium surface quality, print performance, product breadth, sustainability and Verso service continue to elevate the definition of a premium coated sheet," said Verso Brand Marketing Manager Ryan Graham. "This promotion both demonstrates and celebrates the possibilities of print with special techniques and premium optics, and the No. 2 pricing of Sterling® Premium broadens the opportunity for brand owners to elevate their message. Think of it as gold for the price of silver."

Made in the U.S.A., Sterling® Premium has the widest and deepest offering of any premium grade, with a full line of sizes and finishes including gloss, silk and matte, with weights to meet a broad spectrum of requirements. Sterling® Premium offers true premium selection, with the industry's broadest range of basis weights—70 lb. text through 130 lb. cover, including 7 pt. and 9 pt. caliper guaranteed products for direct mail. The product line also includes two matching digital companion products, Sterling® Premium Digital™ and Sterling® Premium Digital™ for HP Indigo, guaranteed on all digital offset, toner and HP Indigo print equipment. Sterling® Premium is manufactured with 10% post-consumer waste (PCW) recycled fiber, complies with Lacey Act requirements and is chain-of-custody tri-certified to the Forest Stewardship Council® (FSC®) BV-COC-953662, Programme for the Endorsement of Forest Certification™ (PEFC™) BV-PEFCCOC-US09000012, and Sustainable Forestry Initiative® (SFI®), BV-SFICOC-US09000011 standards.

To learn more about Sterling® Premium, 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. 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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