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Verso Introduces Direct Mail Promotion: Vote for Verso Papers

Promotion Provides Tips for Reaching Voters during Political Campaigns

MIAMISBURG, Ohio, Aug. 27, 2020 /PRNewswire/ -- Verso Corporation (NYSE:VRS) today introduced a new direct mail promotion, *Vote for Verso Papers*, to create awareness of its extensive 7 & 9 pt. sheetfed, digital, web and inkjet printing papers amongst those designing and printing direct mail for political campaigns. The promotion was printed on a sheetfed printing press on Verso's Anthem Plus[®] Gloss, 7 pt. cover.

"Direct mail lets you reach the right voters with the right message," said Senior Vice President of Sales and Marketing Aaron Haas. "In fact, mail works well for campaigns looking to reach specific audiences on topics and issues that are just not possible with mass communication, while connecting them to online content that provides more information on a candidate's views."

The promotion includes a chart that helps those designing direct mail select the appropriate print method based on the level of personalization desired and print quantity, and choose the right 7 or 9 pt. Verso paper that meets United States Postal Service (USPS) direct mail requirements.

Haas adds, "Selecting Verso papers for printed collateral is an effective way for all U.S. candidates to convey their important political messaging, while demonstrating to voters that they support U.S. based companies like Verso and U.S. based manufacturing jobs. Moreover, because paper is both renewable and recyclable, using direct mail demonstrates a candidate's commitment to environmental sustainability."



To learn more about Verso's line of direct mail papers, please visit our website [versoco.com](https://www.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 graphic and specialty papers, packaging 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](https://www.versoco.com).

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