

# NEWS ANNOUNCEMENT

## FutureMark Paper Launches Future Jet™

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### News Summary

- FutureMark launches Future Jet™ – the paper industry’s first high-recycled, coated digital inkjet paper
- Future Jet digital paper enables dye-based printers to reach a new level of print quality on demanding four color work, while consuming less ink
- Future Jet will be featured in Ricoh Americas Corp’s booth during PRINT 2013

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**Westport, CT and Chicago, IL (PRINT 2013) — September 5, 2013** — FutureMark® Paper Group, North America’s leading provider of responsibly made recycled printing papers, today announced the launch of Future Jet™, the industry’s first high-recycled, coated digital inkjet paper. Compatible with both dye- and pigment-based printers, Future Jet offers publishers and commercial printers excellent print quality on the greenest paper available.

“After extensive product development testing and industry collaboration, we’re thrilled in more ways than one with Future Jet. Not only did we develop the first coated recycled digital ink jet paper, but we’ve also created a product that performs beautifully with outstanding print fidelity,” said Steve Silver, President & CEO of FutureMark Paper Company. “Our testing on dye-based printers has revealed that Future Jet paper provides breakthrough print quality, with the added benefits of consuming less ink and no need for an extended media dryer.”

A pioneer in sustainable paper solutions, FutureMark tapped a group of leading paper and coating scientists to assist in the creation of the industry’s first coated digital inkjet paper made with more than 90% recycled fiber. Following two years of development and testing, the resulting Future Jet product offers a high quality recycled digital inkjet solution for book publishers, direct mail providers and commercial printers. Customer tests indicate Future Jet offers high print quality, even on four-color applications where there are demanding facial tones and heavy coverage forms.

FutureMark has tested Future Jet with various printers and digital inkjet OEMs, including Ricoh’s market-leading InfoPrint 5000 and Screen (USA). Future Jet will be on display at PRINT 2013 (September 8-12, 2013; McCormick Place; Chicago, IL) in Ricoh’s booth #1931.

“The combination of the InfoPrint 5000’s newly implemented print quality enhancements and FutureMark’s new recycled, digital paper offers printers a great alternative to support a wide range of printing needs,” said Mike

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Herold, World Wide Product Manager, Inkjet Solutions Ricoh. “We’re thrilled to showcase Future Jet on the Ricoh stand at PRINT 2013.”

Kenneth Ingram, Vice President, Sales of Screen (USA), added, “The Truepress Jet 520 inkjet press technology coupled with FutureMark’s Future Jet product are a perfect fit for the book market and direct mail applications, offering excellent color print fidelity on demanding four color projects at a very competitive cost per impression.”

Kodak, a digital printing pioneer, has been working with paper mills around the world for more than 25 years to test and develop media that will deliver optimized results on KODAK Printing Equipment. Future Jet has already been recognized by Kodak’s Paper Rating Program, which gave the product a 4 diamond rating on pigment inks, indicating that users will experience consistent, high-quality results.

Future Jet paper boasts a matte finish, a high brightness rating of 85 and at least 90 percent recycled content. Future Jet is available in 45 and 50 pound basis weights and is immediately available through Horizon Paper. For more information, the Future Jet product data sheet can be found at [www.futuremarkpaper.com/products.html](http://www.futuremarkpaper.com/products.html) or contact Horizon at: [FutureJet@horizonpaper.com](mailto:FutureJet@horizonpaper.com).

“As a business development partner of Future Jet, we’ve seen the tremendous value of helping our customers expand their digital printing business into new markets with a recycled, digital inkjet paper that has ground-breaking print quality performance on dye inks,” stated Jeff Hansen, CEO at Horizon Paper Co., Inc., distributor of printing papers to book publishers, magazine and catalog publishers, printers, and retailers for free standing inserts. “We are excited with the initial acceptance of this new product in a variety of markets within our customer base and look forward to growing the business with FutureMark.”

## About FutureMark Paper Group

FutureMark Paper Group is North America’s leading provider of responsibly made, high-recycled paper. Through continuous green innovation, the group produces high-quality, high-performance printing and packaging papers with unmatched levels of recycled content. FutureMark’s recycled paper solutions help sustainability leaders uphold their environmental commitments while advancing their business goals. FutureMark Paper Group’s production centers are located in Michigan’s Upper Peninsula and in the Chicago metropolitan area. For more information, please visit [www.FutureMarkPaper.com](http://www.FutureMarkPaper.com).

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