

## Financial Post

# FutureMark Paper Group Sets Course for Leadership in Environmental Paper

BusinessWire · Sept. 28, 2012 | Last Updated: Sept. 28, 2012 8:38 AM ET

[FutureMark® Paper Group](#) launched today as the umbrella group for two recycled paper producers previously operating as Manistique Papers and FutureMark Paper Company. Guided by an unwavering commitment to sustainability, FutureMark Paper Group is now the leading North American provider of responsibly made high-recycled paper for books, magazines, catalogs, retail inserts, business papers, commercial printing applications and packaging.

FutureMark Paper Group aligns the executive management, business development, marketing and operational functions of FutureMark Paper Company and Manistique Papers. FutureMark Paper Group's *uncoated* recycled papers will be made at its FutureMark Manistique facility. The FutureMark Alsip facility will produce the group's *coated* recycled papers. Industry veteran Steve Silver will serve as FutureMark Paper Group's President and CEO, overseeing both manufacturing facilities.

"In addition to sharing a senior management team and board of advisors, our two recycled mills share a strong history of innovation," says Silver. "Combining the unique production capabilities of these two mills creates a platform for faster growth and enables us to achieve operational synergies that otherwise wouldn't be possible. We're joining forces at a great time in the market to take advantage of the momentum behind environmental paper."

### Combining capabilities for improved performance

FutureMark Paper Group is strategically aligning the talents of its Manistique and Alsip teams to accelerate product development, spark innovation and enhance the business value it delivers to customers.

**Process innovation and product development** – By cross-pollinating best practices in operations, predictive maintenance and new technology between the two mills, FutureMark Paper Group will accelerate development of high-quality products and lower the environmental impact of its manufacturing activities.

**Sales and marketing integration** – Sales and marketing resources are now realigned to better serve the group's green customer base with a unified brand and complementary products.

**Transportation optimization** – The group is optimizing paper transportation routes between its two manufacturing facilities and their suppliers and customers to speed delivery and decrease its transportation footprint.

While FutureMark Paper Group's Alsip and Manistique facilities will work closely in the marketplace to achieve synergies and bring new value to customers, each operation is financially and legally independent, owned by separate investment funds managed by [The Watermill Group](#), a strategy-driven private investment firm.

### New names, new products

FutureMark Paper Group's 100% recycled uncoated papers, formerly sold under Manistique Papers' product names, will now be sold under the brand Future Mystique™. Book papers will be marketed under the Future Book™ UC brand. Printing papers for the converter market will be bundled under the Future Office™ product family, and recycled packaging and bag papers will be sold as Future Pack™ and Future Bag™, respectively.

Product names for the group's recycled coated publication papers, previously sold by FutureMark Paper Company, will remain unchanged: Future Book™, Future Choice® and Future Connection®. Future ReMark®, a C1S label paper, will now be renamed Future Label™.

Customers will continue to be served by their current sales representatives. Inquiries about all FutureMark Paper Group [products](#) should be sent to [sales@futuremarkpaper.com](mailto:sales@futuremarkpaper.com).

### About FutureMark Paper Group

FutureMark Paper Group is North America's leading provider of responsibly made, high-recycled paper. Through continuous green

innovation, the company 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 the Chicago metropolitan area. For more information, please visit <http://www.FutureMarkPaper.com>.

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