



## **Appleton Develops Microencapsulation Technology for Procter & Gamble Supply agreement creates new application opportunities**

(Appleton, Wis., January 22, 2008) Appleton has signed a supply agreement with Procter & Gamble to provide microencapsulated specialty chemicals. Appleton's initial project with P&G involves microencapsulating the fragrance for Downy® liquid fabric softener.

This is Appleton's first technical development partnership with P&G and includes a multiyear collaboration to co-develop innovative applications for Appleton's microencapsulation and chemical formulation capabilities.

"Our work with Procter & Gamble leverages our extensive knowledge of microencapsulation technology and our ability to apply that expertise to develop product solutions with customer-specified properties," said Kent Willetts, vice president of marketing and strategy for Appleton.

"We are excited about the opportunities to explore new markets and develop relationships beyond the paper industry where we can leverage our core competencies. Our goal is to be the partner of choice for technology collaborations related to microencapsulation."

Microencapsulation is the process in which solid, liquid or gaseous core materials are encased in tiny shells or capsules that are one micron to several hundred microns in diameter. Among the many benefits of microencapsulation is the controlled release of the core material when the capsule wall is ruptured by mechanical pressure or friction.

Appleton used its knowledge of coating chemistries to help NCR Corporation achieve the first commercial application of microencapsulation through the launch of carbonless paper in 1954. The Technical Association of the Pulp and Paper Industry (TAPPI) has referred to carbonless paper as one of the outstanding paper-related innovations of the past half century, matched perhaps only by the invention of the xerographic imaging process.

Appleton is the world's largest producer of carbonless paper and the only producer of the NCR PAPER\* brand of carbonless paper. The company is also a leading developer of unique capsule chemistries and applications for encapsulated materials.

Appleton has its own development projects underway that involve encapsulating dyes, adhesives, sealants, inks and toners.

**About Procter and Gamble**

Procter & Gamble is the world's largest consumer products company that today markets more than 300 brands in more than 160 countries, with on-the-ground operations in more than 80 countries. In fiscal year ending June 30, 2007, P&G had worldwide sales of more than \$76 billion. The Procter & Gamble Company was founded in 1837, is headquartered in Cincinnati, Ohio, and employs more than 138,000 people worldwide.

**About Appleton**

Appleton creates product solutions through its development and use of coating formulations and applications, encapsulation technology and secure and specialized print services. The Company produces carbonless, thermal, security and performance packaging products. Appleton is headquartered in Appleton, Wisconsin, and has manufacturing operations in Wisconsin, Ohio, Pennsylvania, Massachusetts and the United Kingdom, employs approximately 3,100 people and is 100 percent employee owned. For more information, visit [www.appletonideas.com](http://www.appletonideas.com)

**About Appleton's Microencapsulation capabilities**

For more information about Appleton's microencapsulation capabilities, visit [www.appletonideas.com/microencapsulation](http://www.appletonideas.com/microencapsulation)

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