



## **Appleton earns top performing supplier award from P&G**

### **First-ever supplier summit brings focus to continued collaboration**

(Appleton, Wis., October 29, 2008) Appleton has earned a supplier excellence award as one of Procter & Gamble's top chemical and ingredient suppliers. Appleton received the award during a summit of P&G's top global suppliers held last week in Cincinnati. P&G invited 350 of its 80,000 suppliers to discuss their continued collaboration with P&G for a sustainable future and to honor top performers.

P&G's supplier performance management system considers consistent achievement in four categories; commercial, operational, relationship and innovation.

"Our suppliers are critical partners in helping us bring innovation to life, manage our costs and improve productivity," explained P&G's global product supply officer Keith Harrison. "With the current global economic uncertainty, strong relationships with suppliers are more important than ever to achieving P&G's sustainability goals and supporting the company's growth today and going forward."

Earlier this year, Appleton recently signed its first supply agreement with P&G to provide microencapsulated specialty chemicals. Appleton's initial project with P&G involves microencapsulating the fragrance for a laundry product.

"Our partnership with Procter & Gamble provides us with an exciting opportunity to use Appleton's unique expertise in microencapsulation to help P&G match the needs of their customers," said Kent Willetts, Appleton's vice president of marketing and strategy. "We are honored by P&G's recognition and inspired to expand our relationship as a strategic partner."

### **About Appleton**

Appleton creates product solutions through its development and use of coating formulations and applications, and encapsulation technology. The Company produces carbonless, thermal, security and performance packaging products. Appleton is headquartered in Appleton, Wisconsin, and has manufacturing operations in Wisconsin, Ohio, Pennsylvania, and Massachusetts, employs approximately 2,400 people and is 100 percent employee owned.

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