

## Appleton's Encapsys division to microencapsulate biocides for Troy Corporation

### Supply agreement creates strategic partnership with leading global biocide manufacturer

(Appleton, Wis., October 18, 2010) Encapsys®, the microencapsulation division of Appleton Papers, today announced that it has entered into an exclusive, strategic partnership with Troy Corporation, located in Florham Park, N.J., to develop and supply a microencapsulated biocide to select marketplaces worldwide.

Encapsys scientists relied on an innovative, joint development agreement with Troy to create a custom-formulated microencapsulation system that provides a controlled release mechanism for specialty biocide additives. Through microencapsulation, Encapsys scientists were able to control the antimicrobial activity of a biocide to be used in paints, architectural coatings and mortar formulations.

### The microencapsulation process

Microencapsulation is the process in which solid, liquid or gaseous core materials are encased in 'shells' or 'capsules' that are one micron to several hundred microns in diameter. Among the many benefits of microencapsulation is the controlled release of a core material.

### A collaborative approach to smart chemistry solutions

"We use an open, collaborative approach with our partners that enables us to deliver effective and rapid product innovations that none of us would likely achieve on our own," says Steve Wilhelms, general manager of Encapsys. "We relied on the product knowledge and market insight of the Troy team and they relied on the depth and breadth of our technical expertise to deliver a unique application of microencapsulation technology. And we did so in just 18 months."

### A history of innovation

Appleton scientists and engineers started working with microencapsulation in 1954 when the NCR scientists who invented and patented the process approached Appleton to develop a workable microcapsular coating that would lead to the introduction of carbonless paper. Appleton scientists have continued to develop and refine microencapsulation technology and explore the potential for microencapsulation to extend to applications beyond carbonless paper. Those efforts have enabled Appleton to develop specific and proprietary product solutions for the consumer products industry, which led to the creation of Appleton's Encapsys division.

### Innovative, award-winning supplier

In early 2007, Encapsys began encapsulating specialty materials for Procter & Gamble. Applying the art and science of microencapsulation in ways similar to their recent collaboration with Troy, Encapsys scientists worked closely with P&G to meet that company's objective of creating a longer-lasting scent for some of its leading brands. The Encapsys team created a microcapsule that was strong enough to perform as needed, helping P&G deliver a heightened consumer experience while also meeting business needs. The success of that collaboration earned Encapsys a supplier of excellence award from P&G in 2008.

Page 2

## **About Troy Corporation**

Troy Corporation develops and manufactures specialty materials that enhance the properties and performance of its customers' products and processes. Known as 'The Gold Standard for Performance,' Troy has extensive knowledge and expertise in the prevention of microbial degradation and the optimization of product properties and is committed to helping manufacturers meet global requirements for greater performance, regulatory compliance and sustainability. Troy materials are used and available in over 100 countries worldwide to produce high performing, cost-effective, environmentally-responsible products. Troy's customers include the leading manufacturers in their respective industries. For more information, please visit [www.troycorp.com](http://www.troycorp.com)

## **About Appleton**

Appleton creates product and process solutions through its development and use of coating formulations, coating applications and Encapsys microencapsulation technology. The Company is a leading producer of carbonless, thermal and security paper papers. Appleton, headquartered in Appleton, Wisconsin, has manufacturing operations in Wisconsin, Ohio, and Pennsylvania, employs approximately 2,000 people and is 100 percent employee-owned. For more information about Appleton, visit [www.appletonideas.com](http://www.appletonideas.com) and for more information about microencapsulation and Encapsys visit [www.encapsys.com](http://www.encapsys.com)

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