

# Paper Meets LIVE! 2023 Convention Daily

September 19-21, 2023

## Welcome to Paper Meets LIVE! 2023



Heidi Brock  
President and CEO,  
AF&PA



Matthew Bruno  
Executive Vice President,  
NPTA

On behalf of the American Forest & Paper Association (AF&PA) and the National Paper Trade Association (NPTA), it is our pleasure to welcome you to Paper Meets LIVE! 2023.

We are delighted to gather once again to enhance and grow business relationships and provide relevant information on current industry priorities.

Based on your feedback to last year's successful relaunch we have incorporated an additional half day of appointment time to allow more opportunity for face-to-face customer/supplier meetings and networking. We know the success of this event is built on the foundation of the in-person experience to enhance and grow business relationships.

We took another step toward focused member engagement this year by limiting suite and meeting hosts to AF&PA and NPTA member companies. We are

pleased to welcome 10 new companies to our memberships.

AF&PA welcomes: Dixie Pulp & Paper, Inc., Paper Sales USA, Inc. (Mondi Paper Sales GmbH), Roosevelt Paper Company and Streco Fibres, Inc. And NPTA welcomes: Bio Pappel Scribe, Falcon Papers, Impact Paper Inc., OVOL USA, Phoenix Paper and Veritiv Corporation.

Together, our memberships can grow customer awareness on current industry issues and increase our advocacy on the unique challenges and opportunities of the U.S. paper products industry.

While the majority of the schedule is dedicated to business partner appointments and networking, you do not want to miss our Wednesday luncheon where we recognize the career achievements of a respected peer and learn more about current industry initiatives.

This year we are pleased to celebrate Greg Gibson, Senior Vice President of Sylvamo, as the recipient of NPTA's 2023 Stanley O. Styles Industry Excellence Award. Greg will be recognized for his outstanding leadership, exceptional knowledge and commitment to our industry. This is NPTA's highest honor!

AF&PA's Lindsay Murphy, Vice President of Strategic Communications, will share

updates on current policy priorities and an Industry Call to Action on how to add your company's voice to important advocacy activities.

On Tuesday and Wednesday evening at 6 p.m. we will gather beachside for networking receptions. Close out your days by grabbing a beverage and introducing yourself to someone as you enjoy a stunning sunset on the Gulf.

On Thursday morning, we will close this year's event with a special NPTA workshop designed for our industry's emerging leaders. Led by Simon Schaffer-Goldman, President of Case Paper Company, the workshop will address *Building Trust with the Power of Story* — teaching emerging leaders how the art and practice of personal leadership stories can build trust and inspire high-performance teams.

We look forward to an engaging and collaborative event. Our industry is a leader in the manufacturing sector and your leadership and advocacy in the marketplace are making a difference.

Thank you for committing your time and resources to be here at this important annual event. We hope you enjoy your time at Paper Meets LIVE! 2023 and we encourage your feedback.

## Driving Advocacy Outcomes Through Strategic Communications

By Lindsay Murphy, Vice President of Strategic Communications, AF&PA



If you're a member of The American Forest & Paper Association (AF&PA), or if you've attended this meeting in the past, you've heard us reinforce our association policy priorities many times over.

AF&PA advocates for a strong and sustainable U.S. paper and wood products industry. We engage, inform and influence decision makers on policies that help our industry grow, create jobs and foster global market competition. And we do this so the essential paper and wood products that are used every day, by millions of people, can continue to be manufactured, sold and shipped

around the world.

But what does this *actually* mean? Why, when and how does AF&PA engage on issues related to the sustainability of our industry, paper recycling, marketplace sustainability and energy and the environment?

For the AF&PA communications team, the process begins with strategic connection, asking:

- Who is our target audience?
- Why should they care about this issue?
- When is the most opportune time to get their attention?
- And how can we effectively get our message across?

Identifying our target audience — the people, or sometimes singular person who is a decision maker on a key issue — is no small task. It's no secret that the challenges facing the paper and wood products industry are ever-changing. And each of us at Paper Meets LIVE! 2023 is experiencing a shift that, while seemingly subtle, increasingly impacts the way we communicate.

The shift I'm referring to is the redefining of what it means to be a policy influencer. Typically, the term invokes thoughts of elected officials, regulators or the media. And while these certainly remain a target audience for AF&PA, we also recognize your customers are becoming more influential in policy discussions every day.

*continued on page 6*



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# Paper Meets LIVE! 2023

## SCHEDULE OF EVENTS

NOTE: Badge credentials are required for entry to all suite/meeting room appointments and program events.

### Registration Desk Hours & Location

Location: Opal Ballroom Foyer (2nd Floor)

#### Hours:

Monday 10 a.m. – 12 p.m. and 1 – 5 p.m.  
Tuesday 7 a.m. – 12 p.m. and 1 – 6 p.m.  
Wednesday 7 a.m. – 12 p.m. and 2:30 – 6 p.m.  
Thursday 7 – 8 a.m.

### General Hours & Locations for Customer/Supplier Appointments

Locations: Consult the Suites/Meeting Rooms Hosts Directory in your registration packet for a complete list of hosts and their locations. All company hosted meeting rooms are on the 2nd floor of the Opal Sands Resort.

#### Hours:

Tuesday 8 a.m. – 5:30 p.m.  
Wednesday 7 a.m. – 12 p.m. and 2 – 6 p.m.  
Thursday 7 – 10:30 a.m.

### MONDAY, SEPT. 18

4 – 6 p.m.

Suite/Meeting Room Hosts Check-in

### TUESDAY, SEPT. 19

6 – 10 a.m.

Morning Coffee Break Sponsored by Metsä  
Location: Opal Ballroom Foyer, 2nd Floor

8 a.m. – 5:30 p.m.

Customer/Supplier Appointments\*  
Locations: See Suites/Meeting Rooms Hosts Directory

6 – 7 p.m.

Welcome Reception (suites closed) Co-hosted by AF&PA & NPTA  
Location: Event Lawn, next to outdoor pool deck

### WEDNESDAY, SEPT. 20

6 – 10 a.m.

Morning Coffee Break Sponsored by Metsä  
Location: Opal Ballroom Foyer, 2nd Floor

7 – 11:45 a.m.

Customer/Supplier Appointments\*  
Locations: See Suites / Meeting Rooms Hosts Directory

8 – 10 a.m.

AF&PA Printing-Writing Sector Meeting (Sector Members Only)  
Location: Sea Side Room, 2nd Floor

12 – 2 p.m.

Luncheon (suites closed) Sponsored by Sylvamo  
Location: Opal Ballroom, 2nd Floor

NPTA Stanley O. Styles Industry Excellence Award  
Presented to **Greg Gibson**, Senior Vice President,  
Commercial Excellence, Sylvamo

Industry Call to Action: Engaging Policy Influencers through  
Dynamic Communications Strategies  
Speaker: **Lindsay Murphy**, Vice President, Strategic Communica-  
tions, AF&PA

2 – 6 p.m.

Customer/Supplier Appointments\*  
Locations: See Suites / Meeting Rooms Hosts Directory

6 – 7 p.m.

Happy Hour Networking Co-hosted by AF&PA & NPTA  
Location: Event Lawn, next to outdoor pool deck

### THURSDAY, SEPT. 21

6 – 10 a.m.

Morning Coffee Break Sponsored by Metsä  
Location: Opal Ballroom Foyer, 2nd Floor

7 – 11:45 a.m.

Customer/Supplier Appointments\*  
Locations: See Suites / Meeting Rooms Hosts Directory

8 – 10 a.m.

NPTA Emerging Leaders Workshop:  
**Building Trust with the Power of Story**  
(open to all registrants)  
Location: Sea Side Room, 2nd Floor  
Speaker: **Simon Schaffer-Goldman**,  
President, Case Paper Company

11 a.m.

Hotel Check-out

#### \*Customer/Supplier Appointments:

Suites/meeting room locations are listed in the Suites/Meeting Rooms Hosts Directory. Access to individually hosted suites/meeting rooms is by appointment only. Contact each host company to make appointments.

# Kingsport Mill Reopens, Announces Corrugated Recycling Partnership

Domtar's Kingsport Mill is running again, using recycled fiber from a corrugated recycling partnership established with a regional grocery store chain and attracting customers from across the corrugated industry.

After a successful two-year conversion project and the production of the mill's first roll of 100 percent recycled containerboard in January, Domtar hosted a ribbon-cutting ceremony in May to celebrate the Kingsport Mill's grand reopening. Local and state officials and employees joined together to mark this important milestone.

The Kingsport Mill is capable of producing approximately 600,000 tons of high-quality recycled linerboard and corrugated medium annually.

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The Kingsport Mill's production has continued apace through the summer, thanks in part to a new corrugated recycling partnership established with Food City. The mill will collect and recycle old corrugated containers from the chain's 140 stores and use them to produce 100-percent recycled performance linerboard and medium.

"Cardboard and paper waste from area Food City stores will go to Domtar rather than local landfills and will eventually become part of packaging used by customers across the world," said Charlie Floyd, vice president of

strategic capital projects for Domtar's packaging business.

"We couldn't be prouder to have a more gracious partner than Food City join this great, exciting new journey and chapter for us," added Mike Butler, Domtar's senior director of fiber procurement and sales.

### Mill Welcomes Association of Independent Corrugated Converters

In July, the Kingsport Mill team hosted the Association of Independent Corrugated Converters' annual Southeast Summit. About 60 members, including some Domtar customers, met for two days of networking discussions and a tour of the mill.

"Our value proposition is focused on serving the independent corrugated converter," Butler explained. "So it makes sense for Domtar to support the organization that supports our customer base."

AICC President Mike D'Angelo agreed, saying the tour was an excellent opportunity to see one of the most sophisticated and highly automated machines in North America up close — a treat for the boxmaking members in attendance.

Butler said customer response to Domtar's performance linerboard and medium grades has been excellent.

"We are delivering on our promise to provide our customers a full range of 100 percent-recycled Performance Linerboard and Medium with superior strength and outstanding print performance," he said. "They have been delighted by the high-quality product the Kingsport team is producing and the response has far exceeded our expectations."

# Core Paper's President Gene Cohen Begins 53rd Year in the Paper Industry

Core Paper is proud to announce that 2023 marks the 53rd year its president, Gene Cohen, has worked in the paper industry.

However, Cohen says it's not so much about personal experiences of years past, but the recent developments that have taken place at Core Paper in terms of growth and business strategy.

"Core's growth has been beyond expectations," Cohen said. "And not only domestically but worldwide. We have overseas reps, warehousing coast to coast

in the U.S., and an ever-changing platform of purchasing paper from various outlets, especially mills. It's been amazing.

"Over past few years we've modified how and who we market to," he added.

**"Over past few years we've modified how and who we market to."**

**— Gene Cohen, President, Core Paper.**

Core Paper specializes in buying excess and/or obsolete paper and paperboard in-

ventory in all grades of printing or industrial grades in rolls and sheets. The Pennsylvania-based company works with paper mills, publishers, printers, newspapers and a number of other outlets. To learn more, visit: [www.corepaper.com](http://www.corepaper.com).





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Those customers, as policy influencers, are communicating their own priorities to elected officials. They are sitting on influential panels in states across the country, helping shape regulations that impact our industry. And they are asking more of each of us to further define what it means to adhere to sustainable practices that lead to the manufacture of our sustainable products.

This is where AF&PA can serve as a particularly strategic resource for each of you.

The paper and wood products industry has already achieved incredible sustainability successes, and AF&PA communicates these successes in several impactful ways. Whether we're issuing a press release, producing digital content or our online platforms, or sharing stories from your employees, we pride ourselves in being thoughtful and deliberate in our messaging — not just what we're saying,

but when and where we're saying it.

We also recognize our advocacy is strongest when we present a consistent and authoritative voice. No one understands competition more than Paper Meets LIVE! attendees, and our industry is competing with numerous other voices with varying priorities when communicating to policy influencers. Our collective voices help to more directly reinforce *why* the paper and wood products industry is sustainable, and *how* we're contributing to local economies across the country.

Join me at our Networking Luncheon on Wednesday to dive into how AF&PA is engaging today's policy influencers. If you haven't already, I hope you will consider partnering with AF&PA's communications team today.

I am confident that, working together, we can continue to achieve great advocacy successes that will directly impact each of you — and the paper and wood products industry — in a positive way.

## Streco Celebrates 33 Years of Creating Value in Supply Chain Management

Streco continues to address supplier concerns and customer needs through inventory programs and next day delivery. Streco's sourcing, excellent customer service, creative financing, and expansive logistics continue to elevate record sales through 2023.

According to Streco's President, John Strelitz, his sales team deserves much of the credit for the company's success and he expressed gratitude towards them.

"I am thankful for 33 years in the paper business," Strelitz said. "Our success is built on the support and hard work of all our employees. We have an excellent team willing to use their vast knowledge and connections to continuously bring value to their customers and suppliers. They continue to build new relationships

**Streco Fibres portfolio includes parent rolls of virgin/recycled kraft papers, specialty grades, tissue, toweling, and board grades.**

as well as cultivating existing ones."

Streco is also pleased to announce the addition of Alvaro Diez from Madrid, Spain. Alvaro gained his master's in economics and has been working in Sweden for the last ten years. He has completed the Streco training program and will join the International Sales team. His focus will be on the markets of Mexico and South America.

Streco Fibres portfolio includes parent rolls of virgin/recycled kraft papers, specialty grades, tissue, toweling, and board grades.

During Paper Meets LIVE!, Streco is represented by John Strelitz, Ryan Henry, Mike Plunkett, Ken Johnson, Austin Henry, Carson Henry, Angelica Campomanes, and Alvaro Diez. All are available at the Opal Sands Resort for meetings.



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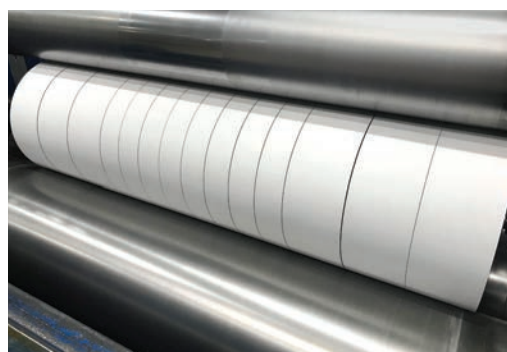


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## Case Paper Celebrates 80th Anniversary by Investing in Future

Case Paper is looking ahead as it celebrates 80 years in business. The company is committed to being “On the Case” or going above and beyond for partners, fellow employees, customers, and surrounding communities. Part of being On the Case is putting people first — expanding teams and hiring the right people for the right positions to promote growth.



Case hired a new Chief Operating Officer, **Cass Lundgren**, who is accountable for leading operations in all Case facilities. He will be working for the people

he leads, building engagement and improving processes. After graduating from The United States Military Academy at West Point, he became a commissioned officer and served as an Apache Helicopter Pilot and Company Commander in the 101st airborne division. He deployed to Kuwait during his service. He lives by the slogan, “Let’s be better than we were yesterday,

but not as good as we’ll be tomorrow.”

Case also created two new positions: Director of Business Development and VP of Supply Chain.

**Arika Stoecker**, who has worked at Case for the last 10 years as a Sales Representative, was promoted to Director of Business Development. She will be collaborating with varying departments to develop and implement strategic initiatives, driving business growth. Some recent projects include launching sheet lamination as a new capability and spearheading the integration of a large format sheeter in Osgood, Indiana.

For VP of Supply Chain, Case has hired **Jeffrey Johnson**. Johnson has vast prior experience in supply chain, purchasing, and capital expense management. He’s orchestrated seamless supply processes and will be working on Case’s partner relationships.

For more information on Case or to learn more about these individuals, please visit our newly updated website: [www.casepaper.com](http://www.casepaper.com).

## Sonoco Expanding Residential Recycling of Paper Cups to its Mill in Hartsville, SC

Sonoco is expanding post-consumer recovery and recycling opportunities for paper cups in bales of mixed paper to be used as raw material at its Hartsville, South Carolina, paperboard mill to produce new paperboard.

All of Sonoco’s United States paper mills have previously validated that they can accept rigid paper cans in bales of mixed paper coming from residential Material Recovery Facilities (MRFs). This new announcement extends acceptance to paper cups at the Hartsville mill. Additional testing is underway with the aim of expanding cup recycling to all Sonoco mills that utilize residential mixed paper.

“Sonoco is uniquely positioned as a leading recycler, paper mill operator and paper packaging converter to help push the industry to look towards future innovations and grow end of life solutions across the entire paper value chain,” said Elizabeth Rhue, Vice President of Global Environmental, Sustainability, and Centralized Technology. “After validating that our mills could recycle

**Additional testing is underway with the aim of expanding cup recycling to all Sonoco mills that utilize residential mixed paper.**

EnviroCan paper containers in residential mixed paper, we decided to further demonstrate the ability to recycle other similar polycoated fiber-based containers through the post-consumer mixed paper stream.”

Natha Dempsey, President of the Foodservice Packaging Institute, said, “Paper cups are made with materials that are highly desirable to paper mills because of its ability to improve new products with recycled fiber. Those paper mills, including Sonoco, who are a part of the Paper Cup Alliance have committed to supporting the industry in building the infrastructure and developing the practices that make paper the best choice for anyone who cares about the future of our planet.”

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# Midwest Converting Provides Alternative Supply Chain Model

Changes in the market have made it necessary for organizations to evaluate change, refocus, and adapt to new approaches to keep pace with constant evolving challenges. With volatility a likely constant, increased agility and flexibility in the paper and board industry is a necessity to operate more effectively.

For 24 years, Illinois-based Midwest Converting has been a well-known integral part of the paper and board supply chain, providing custom converting, warehousing, and distribution services to manufacturers, merchants, and end users. This market experience offers a deep understanding of the market trends, challenges, and critical pain points that impact all levels of the supply chain.

Midwest Converting has carved out a niche for itself by providing a business model that is a resilient and flexible foundation that better serves the dynamic and evolving demands of the paper and board markets.

"For companies pursuing greater operating flexibility, our approach provides many key attributes to operate in volatile commodity markets such as variable cost structures, adaptability to change, diversification, and zero investments are just a few," said

**For 24 years, Illinois-based Midwest Converting has been a well-known integral part of the paper and board supply chain, providing custom converting, warehousing, and distribution services to manufacturers, merchants, and end users.**

Rob Srebalus, President of Midwest Converting. "Operating as an extension of our client's business, we become their key differentiator to keeping pace with current challenges, capitalizing on emerging opportunities, while at the same time prepare for the unpredictable future.

"We deliver great on-demand personalized attention that many organizations cannot accomplish on our level," Srebalus added.

Srebalus pointed out that when it comes to supply chain structure, there is no one size that fits all solution, and executing transactional business that is based on price-point is costly and always open to constant competition.

"The traditional approach of purchasing in-size rolls and sheets for inventory based on future estimated demand, even in a just in time environment, relies on being able to accurately predict what is needed and exactly when it is needed. No matter how sophisticated the model is, this has continued to result

in mismatched supply and demand, often leading to obsolete products, and decreased value.

"By deconstructing the traditional value chain into their two core components of manufacturing and conversion, we demonstrate to our clients that adopting a fundamental shift in the way they have been conducting business can be a real differentiator to navigating continued uncertainty.

"Our strategy provides the opportunity to improve on the conventional method of warehousing large quantities of in-size inventory, to an approach that best balances the benefits and disadvantages associated with holding inventory," Srebalus explained.

"Our customers get the benefit of a flexible inventory that can be used for safety stock, surge orders, trials, emerging opportunities, and non-standard sizes," he added.

Feel free to contact Rob Srebalus for more information on Midwest Converting. [rsrebalus@midwestconverting.com](mailto:rsrebalus@midwestconverting.com)

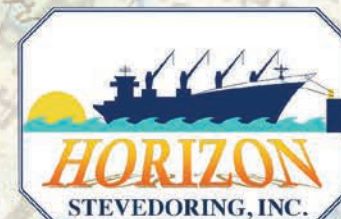
# Sylvamo Hosts World's Largest Dynamic Forestry Fair

Sylvamo served as the presenting sponsor for Expoforest, the largest dynamic forestry fair in the world, Aug. 9-11, on more than 494 acres (or 200 hectares) of Sylvamo-owned forestland in Guatapara, about 130 miles northwest of Mogi Guacu.

The company also participated as an exhibitor, generating visibility to the forest products industry that represents 4% of Brazil's gross domestic product.

"We know the importance of this event for the entire pulp and paper industry, from plantations to manufacturing and the final product, which reaches homes of consumers across the country," said Tatiana Kalman, senior vice president and general manager, Latin America. "The visibility of Expoforest allows Sylvamo to present projects and the positive impacts eucalyptus plantations have on the environment and communities."

Sylvamo's booth educated visitors on the papermaking process, sustainable forestry and two of the world's most iconic paper brands, Chamex and Chamequinho. The company's 2030 goals and Chamex Institute were also on display.



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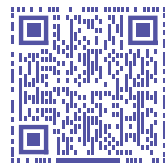




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# Billerud Introduces Strong Coated White Top Kraftliners to the US Market

As part of the company's expansion into the North American market, Billerud is introducing its portfolio of coated liners to the US market. This introduction will enable great improvements in sustainability and cost performance for both packaging converters and brand owners.

"Strong liners with excellent printability don't need to be thick and heavy," said Rolf Gustafsson, Senior Director Product Management Containerboard at Billerud. "With 100% virgin fibers and a multi-layer construction, Billerud's

coated liners are so strong that packaging converters can use a lighter base weight which means better packaging performance and runnability at lower costs. This improves their resource efficiency and reduces their carbon footprint throughout the value chain."

The Pure Coated Liner portfolio consists of "Pure Supreme", a double-coated

white top kraftliner for litho-laminated packaging, suitable for high quality prints as well as effects like lacquer, foil and

embossing; and "Pure Décor", a light-coated white top kraftliner with a smooth surface suited for high quality pre- and post-print flexo and digital print applications.

The paper's exceptional strength and stiffness allows for lighter paper

grades and ensures a final result with improved print quality and reduced washboarding. As a result, converters no longer have to compromise between print quality, sustainability benefits and packaging performance.

"We only use strong virgin fibers sourced from responsible forestry. This enables us to offer our customers robust and clean boxes which improve brand image and generate performant packaging with reduced product waste," Gustafsson added.

**The Pure Coated Liner portfolio consists of Pure Supreme, a double-coated white top kraftliner; and Pure Décor, a light-coated white top kraftliner.**

## Valmet to Supply Sappi with Paper Machine Conversion Rebuild at Somerset Mill

Valmet is supplying an extensive rebuild for Paper Machine No. 2 (PM2) at Sappi North America's Somerset Mill in Skowhegan, Maine. Previously, Valmet rebuilt the mill's Paper Machine No. 1.

PM 2's production will be converted from 240,000 tpy of coated freesheet to 470,000 tpy of solid bleached sulphate (SBS) board.

"Valmet has proven to be a trusted supplier to Sappi over the years and we're pleased to work with them again on our PM2 project," said Mike Haws, President

and CEO of Sappi North America. "This investment is fully aligned with our Thrive25 strategic focus to reduce our exposure to graphic paper and transition our portfolio to packaging and specialty papers, pulp and biomaterials."

Jukka Tiitinen, Area President, North America for Valmet, said, "We look forward to continued collaboration with Sappi North America, and we thank them for their partnership on another conversion project."

PM2 will be rebuilt using some of

the most advanced packaging manufacturing technology to produce a variety of both packaging and coated paper products.

Valmet's delivery will include a number of modifications and new machine parts in the existing machine to meet the requirements of the new packaging grades. In addition, the mill will benefit from Valmet Industrial Internet and Automation Solutions including a new Quality Measurement System, a Process Control System

**PM 2's production will be converted from 240,000 tpy of coated freesheet to 470,000 tpy of solid bleached sulphate (SBS) board.**

(DCS and Valmet DNA), web monitoring and web inspection systems.

Start-up of the rebuilt paper machine is scheduled for mid-2025.



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# NPTA Recognizes Greg Gibson of Sylvamo with 2023 Stanley O. Styles Industry Excellence Award

The Stanley O. Styles award will be presented during the Luncheon on Wednesday, September 20.

The National Paper Trade Association (NPTA) is pleased to present the 2023 Stanley O. Styles Industry Excellence Award to Greg Gibson, senior vice president of commercial excellence of Sylvamo. Greg's knowledge of customers, experience in both printing paper and packaging grades, and his selfless dedication to the industry has been evident throughout his career.

The Stanley O. Styles Industry Excellence Award was created to - recognize individuals who have made a positive impact through innovation, hard work and effective management.

"When I would see Greg at industry events, he was the individual who went

out of his way to say 'hi', reconnect, check in on our company and make me, as well as anyone I was with, feel a part of this industry," said Travis Mlakar of The Millcraft Paper Company. "Greg has also been one of the key leaders who has always prioritized what the industry needed and ensured that he and the organization he was a part of were there to support the greater good."

Greg's outstanding leadership, exceptional industry knowledge, and commitment to the industry set him apart. He became Sylvamo's senior vice president of commercial excellence on July 1, 2023.

A part of the paper and packaging



## MIDLAND

congratulates Greg on this well deserved recognition. **Greg's contributions to the industry have been significant,** and it is fitting that he take a rightful place among the other Stanley O. Styles Award winners who collectively have **helped transform our industry!**



industry since 1982, Greg joined International Paper in 2000 through the company's merger with Champion International. He served as vice president and general manager for multiple International Paper commercial divisions, including Commercial Printing and Imaging papers, European Papers, European Packaging, and North American Papers.

At the inception of Sylvamo as a spinoff of International Paper in 2021, he became senior vice president and general manager, North America.

Headquartered in Memphis, Tennessee, Sylvamo employs more than 6,500 people worldwide, with mills in Europe, Latin America and North America. Sylvamo prides itself on providing people around the world with paper to educate, communicate and entertain.

Greg has served on numerous boards including American Forest & Paper Association, Confederation of European Paper Industries and United Way of the Mid-South.

"I have had the pleasure of working with Greg for more than 20 years," said Andrew Wallach, President and CEO, Central National Gottesman. "Greg has been an incredible steward of the paper industry, always has exceptional business insights, and manages his relationships with the highest level of integrity, transparency, and care. Greg is the consummate professional and very deserving of this award."

**About NPTA**

Founded in 1903, NPTA (National Paper Trade Association) is the association for the \$50+ billion paper distribution channel. NPTA serves the printing, publishing, catalog, direct mail, imaging, retail and corporate markets. NPTA's mission is to actively support the success of member firms through the delivery of networking, education, advocacy and industry trends focused on the health of the paper distribution channel.



**Congratulations**

to a True Industry Leader



**Greg Gibson**  
Senior Vice President,  
Commercial Excellence  
Sylvamo

From all of us at Sylvamo, we'd like to extend our enthusiastic congratulations to our colleague Greg Gibson for earning the 2023 Stanley O. Styles Industry Excellence Award.

Thank you, Greg, for all you do for us and the industry.

Learn more about the world's paper company and our team at [sylvamo.com](http://sylvamo.com).



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dedication and positive  
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*Senior Vice President, Commercial  
Excellence,  
Sylvamo*

2023 Stanley O. Styles Industry  
Excellence Award Recipient

*We are delighted to celebrate Greg  
on this well deserved award for his  
outstanding leadership, vision and  
contributions to the paper industry.*

*Congratulations from all of us at the  
American Forest & Paper Association and  
the National Paper Trade Association.*





*Congratulations!*

**GREG  
GIBSON**

of Sylvamo

*On receiving the  
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Stanley O. Styles  
INDUSTRY EXCELLENCE AWARD*

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**Congratulations!**

**Greg Gibson**  
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## WestRock to Close Pulp and Paper Mill in Tacoma, Washington

WestRock on Aug. 1 announced it will permanently cease operating its paper mill in Tacoma, Washington, and will conclude production by September 30, 2023.

WestRock said it is committed to improving its return on invested capital as well as maximizing the performance of its assets. The combination of high operating costs and the need for significant capital investment were the determining factors in the decision to cease operations at the mill.

“WestRock is working to optimize our operational footprint and consolidate production in order to improve our return on invested capital, and we have made the difficult decision to close the Tacoma mill as part of this effort,” said David Sewell, CEO at WestRock. “One of the most critical factors we consider when making the difficult decision to close a facility is the impact it will

have on the lives of our team members, and we are committed to assisting our Tacoma team with exploring roles at other WestRock locations and nearby

companies as well as providing outplacement assistance.”

The Tacoma mill produces kraft and white top liner and bleached pulp for a combined annual capacity of 510,000 tons. The majority of kraft and white top liner will be transitioned to other mills in the WestRock system to serve its customers in North America and international markets.

Approximately 60,000 annual tons of pulp and 25,000 annual tons of specialty grade capacity will be reduced due to the shutdown.

The Tacoma mill employs approximately 400 people. Employees will receive severance and outplacement assistance in accordance with WestRock policy and labor union agreements.

**The Tacoma mill produces kraft and white top liner and bleached pulp for a combined annual capacity of 510,000 tons.**

## Prime Converting Corporation Continues to Increase Capacity

Prime Converting Corporation (PCC) has added yet another asset to its growing converting portfolio. PCC now has 7 rewinders and 5 sheeters under its roof, the newest of which being a Marquip Sheet Runner.

Located in Rancho Cucamonga, California, PCC is centrally located to reach anywhere on the West Coast and beyond. PCC’s current markets include Los Angeles, Orange County, San Diego, Northern California, Arizona, Las Vegas, and Northern Mexico.

With seven rewinders, five sheeters, two guillotines and a large roll saw, this new machine further delivers on PCC’s promise of quick turnarounds and strengthens the company’s Just-In-Time supply methodology.

As the largest converter on the West Coast, PCC can meet a wide array of customer needs. The plant can handle rolls up to 130”, while also having the ability to cut ribbon rolls for the tube and core industry from 2.5” and up. Two other rewinders are capable of kraft counter rolls and narrow slitting down to a half an inch.

**As the largest converter on the West Coast, PCC can meet a wide array of customer needs.**

In addition to the new machine, PCC offers a diverse grademix. Containerboard is a core grade (liner, medium, white top, bag, kraft), while printing papers (SBS, CCNB, CCNK, Label, Coated Freesheet, Offset, LWC, and SC) continues to be a strong presence in PCC’s portfolio. The facility is 141,000 square feet with a 9-rail car siding on BNSF and 23 truck bays.

In addition to the converting services offered at PCC, storage, cross docking, and brokerage transactions provide another means to satisfy customer requests. After travelling the world for 50+ years, the Nielsen Family is familiar with most paper and board mills, as well as import rolls and sheets.

For further information about Prime Converting Corporation, visit: [primecc.com](http://primecc.com).



**PCC**  
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*Prime Converting Corporation has supplied corrugated box makers, folding carton manufacturers and commercial printers on the West Coast with rewinding, slitting, sheeting and converting services for 4 generations.*

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# AJ Schrafel Paper Delivers Innovative Paperboard Solutions

AJ Schrafel Paper takes great pride in its commitment to delivering innovative paperboard solutions to clients. The company has been a trusted name in the industry for almost 80 years, with a strong reputation for exceptional products and customer service.

“We have recently expanded our production capacity with the installation of an additional 65” wide paperboard sheeter,” said company President, Richard Schrafel. “This expanded capacity allows us to fulfill larger volume orders while maintaining our stringent quality standards.

“Our state-of-the-art manufacturing facility employs advanced technology and processes to ensure consistent, reliable, and environmentally friendly paperboard production. Our sheeting facility is Chain-of-Custody certified by both the Forest Stewardship Council and the Sustainable Forest Initiative. We offer a diverse range of paperboard grades, each tailored to specific applications, including folding cartons,” Schrafel explained.

**AJ Schrafel Paper recently expanded its production capacity with the installation of an additional 65” wide paperboard sheeter.**

Schrafel also pointed out that the paperboard supplied by his company is engineered to provide outstanding structural integrity, ensuring that folding cartons remain sturdy and protected throughout the supply chain. In addition, surface characteristics that allow for excellent print quality, vibrant colors and sharp graphics, enables clients to create visually appealing packaging solutions.

“We are committed to sustainable practices, and we can offer paperboard that is manufactured using recycled fibers and environmentally friendly processes. By choosing our products, you can demonstrate your dedication to eco-conscious packaging solutions,” he said.

During Paper Meets LIVE!, AJ Schrafel Paper would be delighted to meet and discuss customer requirements in detail and explore how the company’s tailored solutions can meet or exceed specific needs.

# Metsä Board Focused on Providing Premium Fresh Fiber Paperboards for Packaging

As the volume of packaging grows, the world needs new, sustainable solutions to replace fossil-based materials and improve packaging recyclability, and Metsä Board is constantly innovating to help develop global solutions to the packaging challenges of the future.

Metsä Board’s focus is on lightweight and high-quality folding boxboards, food service boards and white kraftliners, and the company is a leading producer of folding boxboards and white kraftliners in Europe, and the world’s largest producer of coated white kraftliners. In the United States, Metsä Board is the largest supplier of folding boxboard.

Metsä Board’s customers are brand owners, retailers, converters, corrugated box manufacturers and merchants. “We create value by helping our customers to advance their business and sustainability targets with our innovative paperboards and services,” the company says.

Metsä Board’s eight highly efficient

production units in Finland and Sweden have the capacity to produce two million tonnes per year of paperboard and are located close to the forests, which are their most important raw material — high-quality wood fiber.

**Metsä Board’s eight highly efficient production units in Finland and Sweden have the capacity to produce two million tonnes per year of paperboard.**

According to Metsä Board, the high performance of its products is based on tailor-made pulps. “The pure, fresh wood fibers we use in our paperboards are a renewable resource that we can trace back to their origins in sustainably managed northern European forests,” the company notes.

In addition, Metsä Board says it’s leading the way to a fossil-free future.

“Metsä Board is a forerunner in sustainability. Our paperboards support the circular economy and provide alternatives to plastic — they are light, recyclable and compostable. Our goal is to achieve completely fossil-free production and products by the end of 2030.”

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# Graphic Packaging Building Greenfield CRB Mill in Waco, Texas

Earlier this year, Graphic Packaging's President and CEO, Mike Doss, announced plans to build a greenfield CRB (coated recycled board) pulp and paper mill in Waco, Texas. In addition to the paper mill, the pulp mill will feature advanced pulping technology that will include the capability of repulping paper cups.

According to Graphic Packaging, an

investment of approximately \$1 billion over three years will be internally funded with operating cash flow.

"We will be leveraging our unique expertise in CRB production from the recent K2 investment and our leading North American mill system to build a new CRB mill in Waco, Texas," Doss said.

*Editor's note: K2 refers to Graphic Packaging's new CRB machine in*

*Kalamazoo, Michigan, which successfully started-up in the fourth quarter of 2022.*

"Our decision to build this mill shortly after K2 allows us to leverage key learnings from that process, both internally with our external partners, which gives us added confidence in our ability to meet the projected timeline and quickly ramp-up production on the new recycled paperboard machine," Doss explained.

Construction has started and the finished goods warehouse foundation and floor pads are completed and the concrete has been poured for the recycled fiber warehouse floor.

Doss pointed out that Waco is a prime location for the mill due to its location within the Texas Triangle.

"The city of Waco is situated in the Texas Triangle. Our new mill will be strategically located within 200 miles of approximately 80% of the population in Texas, providing easy access to a strong existing recycled fiber basket. Waco also has existing infrastructure to support a mill as well as advantaged logistics from a rail and roadway perspective to supply our packaging facilities and our customers," he said.

The new CRB mill will also feature advanced pulping technology that will

allow it to process paperboard waste and recovered paper cup stock.

"We will be increasing circularity of our system through an enhanced drum pulper investment. This investment increases our ability to clean and separate a broader range of secondary fibers. Today, a large percentage of our paperboard waste that we cannot recycle is exported," Doss said.

"Our Waco mill is designed to enable the recycling a 100% of our own internally generated paperboard side rolls and waste. We plan to capture the value of that fiber as well as reduce the environmental impact of shipping the fiber offshore for processing. We are estimating around 200,000 tons of side rolls and waste will be processed at the Waco mill versus purchasing external secondary fiber as we do today," he explained.

"This machine also increases our paper cup recycling ability. The drum pulper has the capacity to process up to 15 million paper cups per day. To take advantage of this increased recycling capacity, we have launched teams to engage with our customers and recycling partners to increase the collection rate of paper cups to further support recovery and a more circular economy," Doss said.



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## Corrugated Partners Group to Build \$52.7 Million Sheet Feeder Plant in Pennsylvania

Pennsylvania Governor Josh Shapiro on Aug. 3 announced that Corrugated Partners Group plans to invest \$52.7 million to build a new corrugated sheet feeder plant in Chambersburg, Pennsylvania.

The Corrugated Partners Group's manufacturing operation will be known

as Keystone Sheets, and its first location in Pennsylvania will be a 420,000-square-foot facility at 1465 Nitterhouse Drive in Chambersburg. From this facility, the company will be able to serve customers in the mid-Atlantic region and primarily produce single, double, and triple wall corrugated sheets used to produce boxes.

"I'm thrilled that the Commonwealth won this advanced manufacturing project over other states and am pleased to welcome Corrugated Partners Group to Franklin County," said Governor Shapiro.

Corrugated Partners Group received a funding proposal from the Department of Community and Economic Development (DCED) for a \$400,000 Pennsylvania First grant and a \$160,000 workforce development grant to train workers. The company was also encouraged to apply for tax credits through the Manufacturing Tax Credit Program.

Corrugated Partners Group is a collaborative network of sheet feeders, producing more than 20% of the country's corrugated sheet requirements. The network employs over 1,200 individuals across 15 plants in the United States.

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# Sylvamo Announces New Latin America Senior Leader



Tatiana Kalman Senior Vice President and General Manager, Latin America, effective June 1. Kalman joins Sylvamo from BASF, most recently serving as Managing Director and Senior Vice President, Business Unit Personal Care Europe.

Sylvamo recently announced a senior leadership change for its Latin America division. Tatiana Kalman has been elected



Rodrigo Davoli

Kalman succeeds Rodrigo Davoli, who was elected senior vice president and general manager, North America, in May.

Sylvamo also announced Greg Gibson, who currently leads North America, will retire March 1, 2024. Gibson has been elected Senior Vice President, Commercial Excellence.

# Prime Converting Corporation of Georgia Opens its Doors

Prime Converting Corporation of Georgia (PCC of Georgia) began operation in January of 2022 and has seen steady growth every quarter. The facility is 56,000 square feet, with 8 truck bays and boasts a 4-Rail Car Siding on CSXT.

With four rewinders, PCC of Georgia can cut rolls from 11" all the way to 112" (containerboard or Fine Paper). Additionally, PCC of Georgia can be a valued supplier for the Ribbon Roll market, with Ribbons as narrow as 2.5". The sheeter under the roof can produce outputs widths between 19" - 40", up to 40" in length." Supplementing the current equipment, plans are in place to install a board sheeter as well.

Not only do the machines at PCC of Georgia offer flexibility for any customer needs, but the location of the facility, in itself, is a strength. Being in the Southeast allows PCC of Georgia to work closer with existing and new suppliers. It is a growing market that will translate into long-term relationships for the future.

PCC of Georgia operates on the philosophy of quality output and timely delivery. A tool used to accomplish this philosophy is their all-encompassing ERP system, PaperSoft. In PaperSoft, the inventory tracking, scanning, genealogy, and EDI integrates the information to mill suppliers and customers alike.

PCC of Georgia's grade mix of Containerboard (liner, medium, white top, bag, kraft) and Printing Papers (offset, coated freesheet, SBS, CCNB) is further evidence of the flexibility that the operation implements.

In addition to the converting services offered at PCC of Georgia, storage, cross docking, and brokerage transactions provide another means to satisfy customer requests. After travelling the world for 50+ years, the Nielsen Family is familiar with most paper and board mills, as well as import rolls and sheets.

For further information about Prime Converting Corporation, visit: [primeccga.com](http://primeccga.com).

# Pratt Industries Opens New Corrugated Packaging Plant in Texas

Pratt Industries in June opened its new \$253 million advanced manufacturing box factory in Cedar Hill, Texas.

According to the company, at capacity the 1.1 million square foot plant will be one of the largest and most modern of Pratt's 71 factories spread across 25 U.S. states, providing 375 full-time manufacturing jobs.

"We're very honored to be in Cedar Hill and we're committed to the great state of Texas — in fact this is our 5th box

factory here," said Anthony Pratt, executive chairman of Pratt Industries.

The Cedar Hill Corrugating and Innovation Center will produce retail specialty products as well as corrugated boxes and in-store displays using the company's signature 100% recycled containerboard.

In addition to bringing new jobs to Cedar Hill, Pratt will also sponsor a training and development program in collaboration with the city and school district.



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## Ox Industries Making \$5 Million Investment in High-Speed Converting Technology

Ox Industries is increasing efficiency and production capacity with a \$5 million investment in new high-speed converting lines across multiple facilities.

According to the company, this sophisticated technology will positively impact the productivity of Ox Industries' vertically integrated tube and core and protective packaging plants and seamlessly merge with current operations and Ox-owned URB (uncoated recycled paperboard) mill network. Each converting line will have the most innovative automatic roll handling and finished product packaging technology to improve ergonomics, decrease on-the-job injuries, increase productivity, and enhance quality control.

"We embrace continuous investment that pairs with our efficiency and employee safety values," said Kevin Hayward, CEO of Ox Industries. "This equipment will highlight our recent acquisitions while giving us a broader footprint to serve our customers."

All lines will be fully operational in the first quarter of 2024,

Ox Industries said.

Ox Industries is a leader in the manufacturing of 100% recycled paperboard, specialty papers, paper tubes and cores, and protective packaging. Ox is a vertically integrated company operating five recycled paperboard mills and eight paper tube, protective packaging, and specialty converting plants.

Each converting line will have the most innovative automatic roll handling and finished product packaging technology

## Domtar Completes \$90 Million Expansion of Engineered Absorbent Materials Facility in Georgia

Domtar's Engineered Absorbent Materials (EAM) facility in Jesup, Georgia, recently celebrated the completion of a \$90 million project that added a large-scale airlaid production line to the facility as well as 75 new jobs. The EAM expansion makes Domtar a leading nonwovens provider.

The facility hosted a ribbon-cutting ceremony on May 23 that included remarks from Domtar leaders and Georgia state and county officials. Staff from U.S. Rep. Buddy Carter's office also attended.

"The EAM expansion adds more scale and technology, and combining it with our world-class fluff pulp business, we will deliver more value to our customers and Domtar for many years to come," said Steve Henry, Domtar's executive President of Paper and Packaging. "We are very confident and excited by what

The EAM expansion makes Domtar the second-largest airlaid supplier in the United States and the third largest in the world.

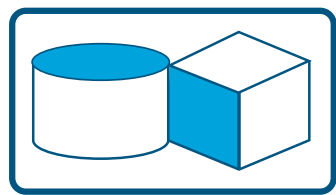
the future holds for Domtar's pulp business and EAM."

EAM General Manager Vanécia Carr added, "With this expansion, we now operate a 331,000 square foot facility with three airlaid lines, two laminate lines and eight packaging lines, doubling our capacity."

The EAM expansion makes Domtar the second-largest airlaid supplier in the United States and the third largest in the world. And in addition to growing capacity, EAM continues growing its team.

"We've grown to 150 employees and will continue to hire until we reach approximately 170. We are dedicated to making EAM an awesome place to work where everyone on the team feels valued and appreciated," Carr said.

Domtar's EAM facility has set the hygiene industry standard for custom core solutions — making products thinner and better-performing for customers around the globe, improving the absorbent products people rely on every day.



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## Grupo Corporativo Papelera to Expand Tissue Manufacturing in Texas

Mexican tissue paper manufacturer Grupo Corporativo Papelera (GCP) is purchasing 32 acres in the East Montgomery Industrial Park in New Caney, Texas, to build a new \$400 million tissue manufacturing and conversion facility, marking an expansion of its operations in the United States.

GCP Paper USA, the manufacturer's U.S. arm, has been operating a tissue converting plant since 2022 in a rented 236,000-square-foot building in Houston, Texas.

Strong demand for tissue products, especially toilet paper, prompted GCP's decision to expand its operations in the U.S.

The company employs 58 workers at its existing Greater Houston facilities and plans to consolidate all operations into the new, expansive facility upon completion.

Construction is expected to begin in the next 18 months, once the sale closes.

Based in Mexico, Grupo Corporativo Papelera produces and distributes toilet paper, napkins, kitchen towels, facial napkins, institutional lines and special papers. The company also develops private brands for distributors, wholesalers and supermarkets.



## Intercon Paper Solutions Adds Services and Space to Dallas Flagship Operation

Intercon Paper Solutions announced the addition of sheeting and rewinding services to its rail-served Dallas facility in Texas.

“By leveraging resources and expertise, our customers can leverage quick turnarounds in rolls and sheet stock programs,” said Roy Rodriguez, CEO of Intercon Paper Solutions. “We can handle any size converting job within two business days or less. We are delighted to add value for our clients and business partners by effectively servicing their quick turn needs.”

Founded in 1998, Intercon Paper Solutions offers paper converting and warehousing solutions. The family-owned and operated company operates within a broad footprint in the US, plus most major border crossings into Mexico.

Intercon has broad expertise in handling damaged material, such as wet rolls, minimizing wastage and maximizing inventories by offering roll-saw service and rewinding service.

“If you’re looking for additional space to store your rolls or pallets, we are

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Founded in 1998, Intercon Paper Solutions offers paper converting and warehousing solutions.

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happy to assist,” Rodriguez said. “Our Dallas facility has over 200,000 square feet available to service your needs. Also, if you need a business partner who can solve a problem with the shifted load or field rejects, we can help.

“Intercon Paper Solutions also provides state of the art software to live-track inventory levels. We excel at inventory inspection, so you know exactly how your paper arrives. Any inventory irregularity will be met with a no-nonsense solution,” Rodriguez explained.

Intercon also provides specialty paper products for the growing food service & packaging industry. Food wraps, baking paper in sheets and rolls, private label, and packaging products and services are available, as well as product branding or generic packaging.

## mycordenons and CTI Paper USA Announce New North American Distribution Agreement

myCordenons, a leading Italian manufacturer of luxury specialty papers, announced a new long-term distribution agreement with CTI Paper USA, one of North America’s largest suppliers of premium papers and envelopes.

Under the new agreement, CTI Paper USA is the exclusive distributor of myCordenons’ full range of branded specialty papers across the United States and Canada.

The company stocks, services and distributes a wide array of myCordenons’ FSC-certified uncoated text and cover brands, including Stardream, Plie, So...Silk, Wild, and Natural Evolution.

“Paper distributors, converters and brand managers today need trusted, secure sources of premium specialty papers for their customers’ most important business and social communications,” said Matteo Suardi, Managing Director of myCordenons.

“CTI Paper USA is a strong,

respected 30-year North American supplier,” Suardi said. “This long-term agreement ensures quick availability, deep service and unmatched support for current and new customers.”

CTI Paper USA CEO Brian J. Cowie noted that myCordenons produces some of the finest specialty papers specified by businesses and consumers worldwide.

“Our partnership delivers a broad range of premium substrates and proven operational excellence,” Cowie said. “It delivers an unrelenting focus on customer needs — and a long-standing commitment to innovative new products.”

Milan-based myCordenons operates two papermaking centers in Northern Italy producing more than 2,500 SKUs of super-premium coated and uncoated papers. Products include metallic and iridescent papers, embossed and textured papers, 100% recyclable artisanal papers and much more.

# Sustainability. It's in our fiber.

At ProCon, we continue to invest in new technologies and we're proud to provide renewable, repulpable, recyclable solutions for your sustainable packaging needs.

Visit [ProConUSA.com](http://ProConUSA.com) for more information.

**PROCON**  
Converting, Coating and Paper Solutions



# ProCon Investing in Assets, Automation and Technology

While 2023 has brought challenges within the global paper industry, ProCon has remained focused on maintaining and growing long-term partnerships. The company has been a leading service provider to the industry for more than 32 years, providing converting to North America and European mills and merchants.

As the largest independent converter in North America, the company pointed out that growth would not have occurred without a keen focus and commitment to employee safety and customer quality.

“We pride ourselves on strategic service to the major US and Canadian print markets through coast-to-coast facility location, which allows us to reach customers within a 24-to-48-hour transit time,” said Dan Curtin, President, and CEO of ProCon. “Our recent acquisition of the assets of Resource One in Little Chute, Wisconsin, will provide our customers with greater capacity for digital reams in cartons and digital loose in cartons.”

Best-in-class service for distribution

Best-in-class service for distribution of stock items as well as delivery of quick turn custom items is part of the ProCon solution service model.

of stock items as well as delivery of quick turn custom items is part of the ProCon solution service model. To bolster its capabilities, ProCon recently installed a Falcon sheeter with a maximum roll width of 102 inches, offering customers increased options for rolls to sheet and the potential for reduced paper waste.

Mike Kersten, Vice-President, Converting Sales, noted, “This approach has served us well over the years and continues to allow us to form lasting partnerships and market growth in this very service intensive business. With the need for information to be readily accessible, we are developing order and logistic portals to provide our customers with just-in-time access to information.”

ProCon remains positioned to address the converting and logistical needs required by the industry and its customer base. The introduction of Vireo Coatings to the ProCon family of solutions offers plastic free barrier coating technology to meet consumer packaging sustainability initiatives. To learn more, visit: Pro-Con.net.

# Exports of Pulp from Brazil Climb to USD 4.1 Billion in First Half 2023; China, North America, Main Destinations

The Brazilian Tree Industry (Ibá) reported that for the first half of 2023, pulp exports from Brazil increased by 8.2%, totaling USD 4.1 billion, driven by sales to China and North America. The balance generated by pulp exports to China increased by 25.4% and to North America by 19.9% in the first half of 2023.

The value of paper exports to North America also increased by 20.8%, reaching R\$ 130.8 million between January and June.

In the first half of 2023, the increase in pulp exports to China positioned the country as the main destination for exports of pulp produced in Brazil, reaching USD 1.8 billion traded in the first six months of 2023, followed by Europe with USD 1 billion.

With regard to paper, Latin America continues to be Brazil’s main buyer and totaled USD 824 million in sales for the product.

The balance generated by pulp exports to China increased by 25.4% and to North America by 19.9% in the first half of 2023.

In the first half of 2023, Brazilian pulp production reached 12 million tons. Paper manufacturing reached 5.3 million tons in the period. The production of paper for packaging was 2.9 million tons and for sanitary purposes 701,000 tons (an increase of 4.6%).

Paper sales in Brazil in the first half totaled 2.6 million tons. Wood panels, in turn, totaled 3.4 million m3.

Pulp exports between January and June totaled 9.1 million tons — growth of 1.5%. Paper totaled 1.1 million tons traded with other countries in the first half of 2023. Wooden panels, in turn, reached 499,000 m3 exported.

# Georgia-Pacific’s \$500 Million “Brawny” Project Making Significant Strides in Green Bay

A year into construction, Georgia-Pacific’s Brawny® project is showing significant headway at the company’s Broadway facility in Green Bay, Wisconsin.

At the center of the investment is a new paper machine using through-air-dried (TAD) technology. A TAD machine utilizes the process where hot

air is passed through the paper web to dry it, resulting in improved softness and absorbency. The new TAD machine will produce thousands of tons of paper that will be converted into millions of cases of Brawny paper towels and other premium private-label brands.

The investment will create at least 100

new jobs to operate the new complex, in addition to the mill’s 850 current employees, and significantly enhance the company’s retail consumer tissue and towel business.

“This truly is an investment in our customers and consumers who value the quality of our products,” said

Christian Fischer, President and CEO of Georgia-Pacific. “We appreciate the local community, Brown County, state officials, and all of our employees’ hard work and efforts to continue making our Green Bay Broadway mill more competitive for the long term.”

At the center of the investment is a new paper machine using through-air-dried (TAD) technology.

To continue the facilities’ sustainable reuse of stormwater in the paper-making process, contractors have extended the stormwater sewer infrastructure by 10,000 feet.

The Green Bay Broadway mill currently operates seven paper machines and several converting operations to make bath tissue, paper towels, napkins, and facial tissue for retail and away-from-home use. The capital investment at the company’s Green Bay facilities has totaled more than \$1.2 billion since 2006.

The project is expected to be completed in 2024.



## AF&PA Membership Adds Value

From our nation’s capital to your local community, the American Forest & Paper Association has been a trusted partner for 30 years to help advance businesses like yours and the industry at-large.

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For more information on AF&PA membership, visit [afandpa.org/join-afpa](http://afandpa.org/join-afpa) or contact Mark Pitts at [Mark\\_Pitts@afandpa.org](mailto:Mark_Pitts@afandpa.org)



# U.S. Paper Industry Tallies High Recycling Rate in 2022

The American Forest & Paper Association (AF&PA) announced that nearly 68% of paper consumed in the United States (67.9%) was recycled in 2022.

The paper recycling rate held approximately steady to the 2021 rate and has remained consistently high. In fact, the paper recycling rate has met or exceeded 63% each year since 2009.

The U.S. paper industry first voluntarily set a goal to help improve paper recycling back in the 1990s. The recycling rate has more than doubled since that time.

## Cardboard Recycling Rate

In 2022, the recycling rate for old corrugated containers (OCC), also known as cardboard, was 93.6%, an increase over last year's rate.

Meanwhile, the 3-year average (2020-2022) for OCC was 91.3%.

"Paper and cardboard continue to be some of the most-recycled material in the U.S.," said AF&PA President and CEO Heidi Brock. "Paper recycling is also one of the best examples of how

we, as a society, are working to respect our environment and contribute to a circular economy."

## Paper Industry Investment

The paper industry has completed or announced nearly \$7 billion in manufacturing investments from 2019-2025 that will use more than 9 million tons of recovered fiber.

**The paper industry has completed or announced nearly \$7 billion in manufacturing investments from 2019-2025 that will use more than 9 million tons of recovered fiber.**

"Paper recycling is a success story, and our industry's commitment continues," Brock said. "We're working to use even more recycled paper in manufacturing and set a goal to increase the use of secondary materials like recycled paper in new paper products to 50% by 2030. These recycled paper products are a key component to our circular value chain."

The paper industry also has a real ownership stake in the recycling system. AF&PA members own more than 100 materials recovery facilities nationwide. They are continuously working to innovate and improve technology, especially when it comes to paper recycling.

# Thunder Bay Pulp and Paper Acquires Thunder Bay Mill from Resolute

Atlas Holdings on Aug. 1 announced the closing of the previously announced acquisition of the pulp, newsprint and directory paper mill operations in Thunder Bay, Ontario, from Resolute FP Canada Inc. by Atlas' affiliate, Thunder Bay Pulp and Paper Inc.

Thunder Bay is a leading northern bleached softwood kraft and northern bleached hardwood kraft pulp, paper, newsprint and directory producer. The mill has been a landmark in northwestern Ontario for more than a century.

Kent Ramsay, who has served as General Manager of the mill since 2019, has been named President of Thunder Bay Pulp and Paper.

"The Atlas team has been working hand-in-hand with our local team to prepare for this day as we begin the next chapter of this mill's storied history," said Ramsay. "I am proud to continue to lead this team and work with Atlas to stand up the mill as a thriving, self-sufficient pulp and paper operation and continue our legacy as a hallmark of the Thunder Bay community for many years to come."

Atlas also announced the appointment of paper and packaging industry

**Thunder Bay is a leading northern bleached softwood kraft and northern bleached hardwood kraft pulp, paper, newsprint and directory producer.**

executive Randy Nebel as Chairman of the Thunder Bay Pulp and Paper Board of Directors. Nebel has extensive experience in the pulp and paper sector, having previously served as President and CEO of Verso Corporation, and President of Longview Paper & Packaging.

Most recently, Nebel has served as Chairman of the Board of Crown Paper Group, which Atlas acquired in October 2022.

Resolute noted that it will continue to operate its sawmills and woodlands operations in Northwestern Ontario. With the closing of the transaction, the parties have entered into certain ancillary agreements, including a long-term woodchip and biomass supply agreement pursuant to which Resolute will continue to provide chips and biomass to the Thunder Bay mill.



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## Metsä Board's Husum Mill Nearing Start-up of Expanded BM1

Metsä Board's folding boxboard capacity expansion at its Husum mill in Sweden is reaching its final phases before start-up. Once the expansion is completed, the mill's BM1 folding boxboard machine will be capable of producing 600,000 tonnes per year of premium lightweight folding boxboard.



The extended BM1 is expected to start up during the second half of 2023 and to reach full capacity by the end of 2025, but the machine extension is only part of this project.

"The most important outcome of this project for our customers will be the increased availability of sustainable, lightweight products that help reduce packaging carbon footprint," said Jonas Adler, Product Manager for Folding Boxboard at Husum. "BM1 produces MetsäBoard Pro FBB Bright, MetsäBoard Natural FBB, MetsäBoard Pro FSB Cup and MetsäBoard Natural FSB Cup products."

Apart from the board machine extension itself, a new winder and automatic reel handling will be installed. "Handling and transportation of jumbo reels will

be automated all the way from the coating machine to the reel warehouse," Adler explained. "This is not only more efficient, but also safer too."

The port at Husum is now home to a temporary warehouse for storing finished products to ensure there is no disruption in supply when BM1 shuts

down this fall for the extension work. A new warehouse is also being built specifically for reels being shipped to customers in the U.S.

"Efficiency is the word that best captures the goal of the project as a whole," Adler said. "A lot of hard work is going into making the whole workflow of the mill even smoother and more efficient. For example, we'll have intermediate roll storage to flatten peaks in production and automated customer reel handling for cassettes for the US market."

At 213 meters (699 feet) and with a capacity of 600,000 tonnes per year, Husum's renewed BM1 will be Europe's biggest and most modern board machine once it reaches full capacity in 2025.

## Mondi to Acquire Hinton Pulp Mill from West Fraser for \$5 Million

Mondi has agreed to acquire the 250,000 tonne per year Hinton Pulp mill in Alberta, Canada, from West Fraser Timber Co. Ltd (West Fraser) for a total consideration of USD 5 million.

As part of the transaction, Mondi will enter into a long-term partnership with West Fraser to access local fiber from a well-established wood basket.

The intention, subject to pre-engineering and permitting, is to invest EUR 400 million in the expansion of Hinton, primarily for a new 200,000 tonne per year kraft paper machine, anticipated to be operational from the second half of 2027.

According to Mondi, the acquisition

of the mill and investment in the paper machine will fully integrate operations in the Americas and enable Mondi to secure the long-term supply of cost competitive kraft paper into its network of 10 paper bags plants in the region.

"The acquisition of Hinton is an excellent opportunity for us to secure locally produced kraft paper for our bags customers, helping to meet the current and anticipated future growth in demand for industrial and mailer bags in the Americas," said Andrew King, Mondi Group CEO.

The acquisition is subject to customary regulatory clearance and is expected to close towards the end of 2023.

## Hood Container Acquires Sustainable Printing LLC in Georgia

Hood Container recently acquired the corrugated packaging business of Dalton, Georgia-based Sustainable Printing LLC. The transaction includes all printing, converting, and ancillary equipment located in Dalton. Hood will continue operating these assets in the current facility.

These assets complement Hood Container's Southeastern footprint creating greater corrugated capacity and enhanced production capabilities in the Georgia and Tennessee region. This acquisition increases Hood Container's digital print production footprint and will allow the company to continue expanding

its corrugated converting capabilities.

Charlie Hodges, President and COO of Hood Container Corporation, commented, "The Dalton facility will provide additional capacity and new capabilities to Hood's presence in the markets we serve. We are excited to add these capabilities to Hood's offerings to better serve and care for our existing and new customers."

Hood Container operates locations in seventeen states. The company also owns and operates linerboard, medium, and shipping sack paper manufacturing operations in New Johnsonville, TN and St. Francisville, LA.

## Veritiv Corporation to Be Acquired by CD&R

Veritiv Corporation, a distributor of packaging, facility solutions and print products, announced that it has entered into a definitive agreement to be acquired by an affiliate of Clayton, Dubilier & Rice, LLC (CD&R).

Veritiv's Board of Directors has unanimously voted to approve the transaction.

The transaction remains subject to shareholder approval and other customary closing conditions, including the receipt of required regulatory approvals, and is expected to close in the fourth quarter of 2023. Upon the completion of the transaction, Veritiv will become a privately held company and shares of Veritiv common stock will no longer be listed on any public markets.

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# Demand for Paper and Paperboard Single-Use Foodservice Products Forecast to Grow 3.3% Annually to \$16.0 Billion in 2027

According to a report by The Freedonia Group, demand for paper and paperboard single-use foodservice products is forecast to grow 3.3% annually to \$16.0 billion in 2027. Demand in unit terms will grow as sustainability concerns increase, leading restaurants to move away from materials such as conventional plastic and foam and adopt paper and other biodegradable materials as a replacement.

Additionally, demand in value terms will be supported by a shift toward higher value packaging, as more sustainable products that also feature a high performance level are higher priced than conventional paper packaging. Further gains will result from elevated levels of foodservice delivery and carryout/drive-thru revenues elevating paper disposables usage.

Paper-based disposables account for nearly half of the overall foodservice disposables market due to the ubiquity of napkins, paper cups, and paper bags at foodservice establishments. Paper's natural high biodegradability levels and low cost has made it the preferred material to replace plastics in suitable applications in past years. However, paper faces a number of challenges in keeping its market share.

## Paper Faces Competition from New Materials to Replace Plastic

Restaurants have felt increasing pressure to address concerns of excessive waste and lack of biodegradability in their disposable packaging. As sustainability concerns increase, other materials such as molded fiber and bioplastics are entering the market and competing with paper in acquiring demand share from plastic. In response, paper foodservice disposables suppliers are improving product aesthetics and performance, as well as increasing paper products' environmental profile through replacing product coatings that hinder the eco-friendliness of their products.

## Development of New Coatings to Increase Performance & Sustainability

An increased focus on biodegradability by end users has called into question the coatings used to improve paper performance in applications dealing with moisture and grease. Efforts from paper disposables suppliers to address this issue include the development of plant-based coatings as well as uncoated paper packaging that still offers high levels of grease resistance while maintaining high biodegradability levels.

## Elevated Interest in Carryout & Drive-Thru Will Support Demand for Paper Disposables

Although a shift from dining on premises to takeout orders and delivery via digital apps had been occurring prior to 2020, the pandemic significantly accelerated this trend. This has had a varied impact on paper disposables, with products such as carryout bags and takeout containers benefiting the most. However, offering disposables such as napkins and straws upon request to limit waste creation is a growing practice that could restrain further expansion of paper disposables demand.

## Historical Market Trends

- At its broadest level, demand for single-use paper foodservice products is driven by trends in foodservice revenue, which is an indicator of the number of meals eaten away from home and the amount spent on those meals. Growth in foodservice activity in turn is dependent on a number of macroeconomic and demographic factors, including:
  - trends in food consumption and the mix of food eaten at home versus away from home
  - the health of the overall economy and levels of disposable income, which impact the ability of consumers to spend on more expensive restaurant meals (compared to home cooking)
  - changes in the population mix, especially in terms of age cohorts (such as young adults) that are likely to eat out more often
  - trends in consumer spending, including spending on travel and entertainment, which impact foodservice sales at hotels and sports and recreation venues
  - student enrollment levels and trends in school lunch programs

Beyond these basic macroeconomic indicators, other factors that can impact the foodservice industry and demand for disposable products include:

- the mix of restaurants that are limited versus full-service, as limited service restaurants use a higher level and broader mix of disposables
- the share of total restaurant orders that are provided via drive-thru, curbside pickup, carryout, or delivery services
- the size and diversity of restaurant menus, as specific disposables are often used with specific menu items
- social factors such as health concerns, which not only influence the amount consumers eat out but the type of foods they purchase



- sustainability initiatives, which impact the overall level of disposables used as well as the types of products and materials used
- regulations, especially restrictions on specific materials or types of disposables

In addition, consumers are increasingly aware of the environmental impact of disposable packaging, and this has provided a distinct benefit for producers of paper products as major foodservice operations focus on improving their sustainability image.

## Demand by Material (Paper & Paperboard)

Paper and paperboard products account for nearly half of overall foodservice disposables demand and are gaining share from conventional plastic — their main competitor — due to growing preferences for materials that are perceived as

environmentally friendly. However, in some applications paper products still need to address performance issues — particularly regarding high-moisture foods — and develop improved coatings that do not restrict recycling or product biodegradability.

Demand for paper and paperboard disposables is forecast to grow 3.3% annually to \$16 billion in 2027. Products will lose demand share to other higher value materials increasingly penetrating the eco-friendly market — especially in applications where high quality is expected, as those are able to provide a better customer experience. However, new materials are still being implemented and have not yet reached economies of scale, meaning prices have yet to decline, allowing paper to compete as an inexpensive alternative.

Factors influencing overall demand include: (1) Growth is expected due to a combination of convenience, cost-effectiveness, sustainability, and changing consumer behaviors; (2) and, as more businesses look for ways to reduce their environmental impact and meet the demands of eco-conscious consumers, paper disposables are likely to become an increasingly popular option for the foodservice industry.

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**Paper Meets LIVE! 2023 Convention Daily**

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**WestRock Leader, Tom Stigers, Recognized with Prestigious Safety Award**



The Pulp and Paper Safety Association (PPSA) presented Tom Stigers, WestRock's President of Mill Operations, with the prestigious Executive Eagle award at its Annual Safety & Health Conference that was held in St. Petersburg, Florida this year. The annual award is presented to an individual who has made a significant contribution to safety and health programs in the paper and pulp industry.

A leader in the industry for 36 years, Stigers has dedicated his career to serving as a champion for innovative approaches to operational safety. He is currently responsible for the operation of 32 WestRock mills located in the United States, Canada, Mexico, India

and Brazil and has built an impressive safety-first legacy.

"Tom's personal commitment to driving meaningful improvements in safety is inspiring," said James Strange, Vice President of Safety at WestRock. "We are thrilled that the industry is recognizing Tom's many contributions over his storied career while also shedding light on the important work of promoting safety throughout our industry."

Stigers also contributes to a host of industry and community organizations and serves as a member of WestRock's enterprise-wide Safety Council, an executive committee that identifies improvement opportunities based on trends and recommends strategic direction, policies and standards.

**Clearwater Paper Appoints Sherri Baker as Chief Financial Officer**



Clearwater Paper announced the appointment of Sherri Baker as Senior Vice President and Chief Financial Officer, effective August 14, 2023, to oversee the company's finance and strategy.

Arsen Kitch, President and CEO, said, "On behalf of the board and our leadership team, I am pleased to welcome Sherri Baker to Clearwater Paper. Sherri is a proven leader with more than 25 years of experience building and leading finance teams. Her background in strategic, financial, and operational decision making will help us deliver on

our key priorities."

Baker joins Clearwater Paper with extensive finance and executive leadership experience. In her last two roles she served as CFO, first at PGT Innovations and then at Hylion Holdings. Both are NYSE listed companies.

Previously, Baker worked at Dean Foods from 2010 to 2019, where she held roles of increasing leadership responsibility in commercial finance, supply chain, investor relations, and corporate strategy. From 1997 to 2010 she worked at Frito-Lay where she progressed through finance roles covering accounting, tax, and procurement.

**ProCon Names Kelly Helein as New Vice President of Business Development**



ProCon announced that Kelly L. Helein recently joined the company as the new Vice President of Business Development. Helein will help bring the latest innovation from ProCon — Vireo Coatings—to market.

With a proven track record of leading business development and sales function in multiple industries, including several global paper, packaging and coating companies, Helein brings a wealth of knowledge to ProCon. She joins an expanded leadership team, including Jeff Carew, a ProCon operations leader and former senior vice president, who

was recently promoted to President for the Vireo Coatings Business Unit.

"We are thrilled to have Kelly join our team as our new VP of Business Development," said Carew. "Her deep industry knowledge and dynamic leadership style make her the ideal candidate to drive our company forward and help launch Vireo Coatings."

Helein serves as a Board Member for the University of Maine Pulp and Paper Foundation, Smithers Pira Sustainability in Packaging (EU/US) and Specialty Papers (EU/US), Paper Hall of Fame Nomination Committee, and development committee for the Trout Museum of Art in Appleton, Wisconsin.





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