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For Immediate Release

Contact: John Danio, Vice President of Sales and Marketing  
[jdanio@ncpedge.com](mailto:jdanio@ncpedge.com) (800) 826-4886

### **Image Retention Matters Nekoosa's U20 Carbonless with Image Lock™ Technology Assures Image Permanence**

Nekoosa, WI –Nekoosa Coated Products proprietary technology, Image Lock™, proves to protect image permanence better than their competitors.

“Our carbonless paper will not fade as much or as quickly as our competitors...plain and simple,” says President, Paul Charapata. “Carbonless forms are an important part of record keeping, and knowing that your critical handwritten or typed information won't fade away is crucial.”

The Rochester Institute of Technology testing shows that Nekoosa Coated Products images written on U20 carbonless are 11% darker than ones on Appleton's Superior® brand and 14% darker than Glatfelter's ExcelOne®, 24 hours upon the initial image. It shows minimal fade compared to Appleton's 47% rate and Glatfelter's 51% rate when exposed to light.

“Record legibility is the core premise for using a multi-part form,” says Senior Process Engineer, Jeff Anhalt. “Our U20 sheet is coated with Image Lock™ technology which is made up of very unique chemistries to assure the strongest possible image throughout the entire life of the document.”

Nekoosa Coated Products launched a national end-user campaign to highlight this technology feature and the importance of image permanence the week of March 28, 2011.

More information on Image Lock™ technology and the official transcripts of RIT testing can be found on the Nekoosa Coated Products website, or on their Facebook and Twitter accounts.

Appleton Superior® is a trademark of Appleton Papers, Inc.  
ExcelOne® is a trademark of P.H. Glatfelter Company

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