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THE SC COUNCIL COMPLETES ITS MARKETING MISSION

Data Collection to be Continued by the Pulp & Paper Products Council (PPPC)

Printing Guidelines to be Maintained on Several Websites

NEW YORK, January 19, 2006 – The SC Council was formed two decades ago for the purpose of promoting supercalendered paper. In the mid-eighties, SC paper had an identity problem with little or no positive awareness. Over the years, The SC Council successfully transformed the fledgling grade to its current status as one of the fastest growing paper grades available in today's market. Having fully achieved its goal, the board of The SC Council has made the decision to discontinue activities.

Walter Vail, President of St. Marys Paper Company, stated, "It was a decision that we did not make lightly. First we needed to consider the industry and if there were any by-products of The SC Council that served the industry. We have made arrangements with the Pulp & Paper Products Council (PPPC) to take over our monthly data collection statistics program. This way the industry will still have the availability of this valuable tool."

David Knauer, Chairman of The SC Council and Senior Advisor to Myllykoski, added, "We had developed a very in-depth set of guidelines for printing on SC paper for both offset and gravure. Our website continues to receive many hits to access this valuable information. We have made arrangements for the guidelines to continue to be available from present and past members of The SC Council, as well as from the PPPC. Our long-term PR firm, Broadford & Maloney, will also post the guidelines on their media resource website. They will be available by going to www.bmcorp.com and clicking on the SC Council button."

MORE...

The SC Council website (www.sccouncil.org) will remain in place for an additional 90 days to ensure any downloading of information. After March 31, 2006, please use www.bmcorp.com or www.pppc.org.

Mario Albanese, the well-known industry expert who served as The SC Council's Executive Director for the past 18 years, will retire from that function.

About The SC Council

The SC Council is an international industry association formed in 1986. Its membership comprises the leading companies that manufacture and market premium quality, mineral-filled SC paper that is used by end-users including publishers, catalog marketers and retailers. The SC Council provides a depth of information resources that printers, and end-users can turn to for accurate, objective data such as printing guidelines, reproduction characteristics, press performance and economies. The SC Council's commitment to the advancement of quality SC paper has made it an important, fast-growing grade in the U.S. marketplace.

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