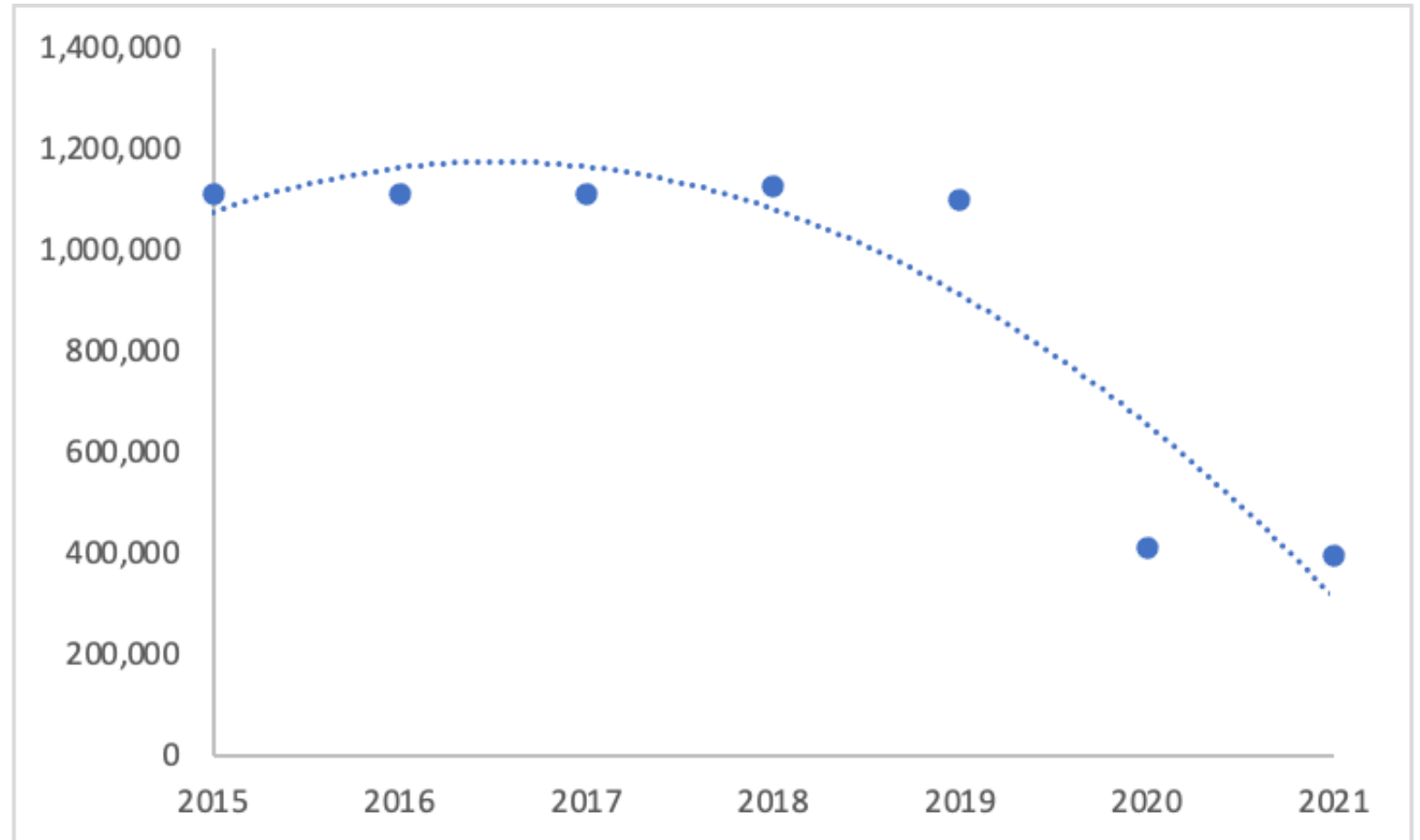




Maple Wood
Markets'
Transformation

Decline in Maple Consumption in Wisconsin



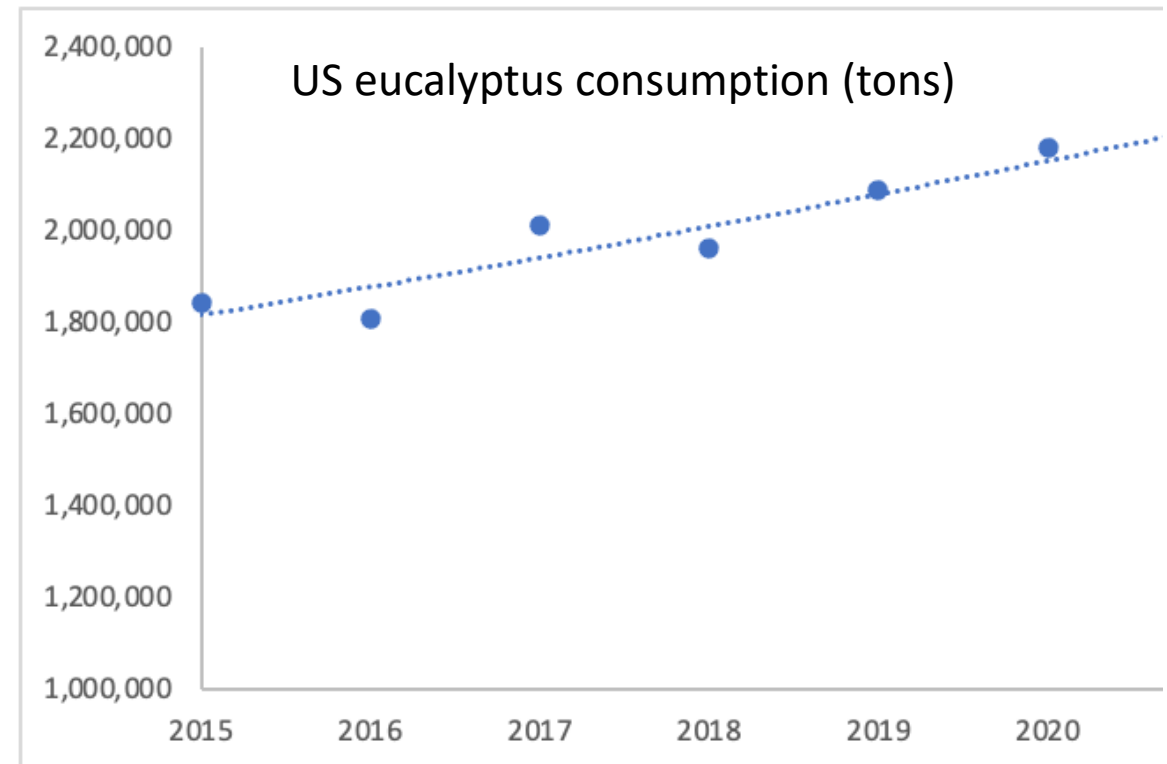


The Challenges

1. Recycled fibers have overtaken maple as Wisconsin's #1 paper making feedstock
2. Verso Wisconsin Rapids idling massively reduced maple demand

The Challenges

3. Eucalyptus long-ago displaced northern hardwood fibers in tissue manufacturing



The Opportunity



Innovation

Pulping
Refining
Delignification
Re-engineering



Market development

Fiber products
Non-fiber products



Marketing

Domestic
Export



Sustainability metrics' development



Fiber Products

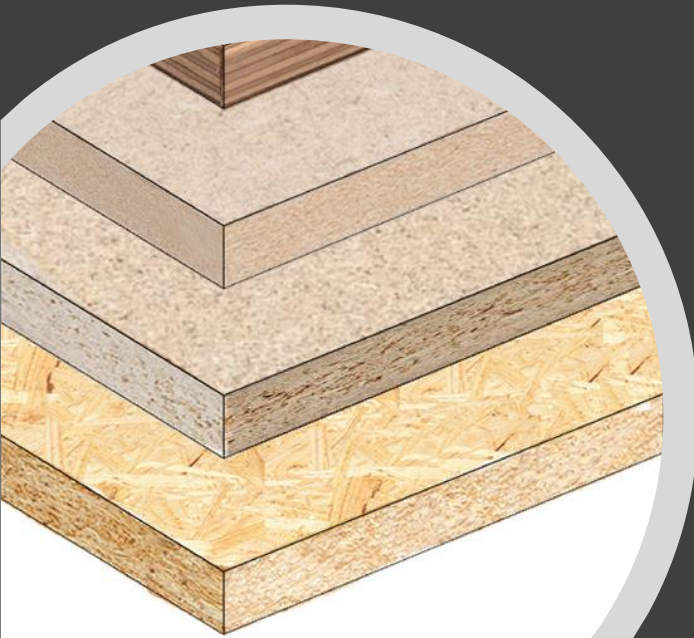
- High yield pulps
- Fluff Pulp
- Wood/fiber foams
 - Superabsorbers
 - Thermal and acoustic insulation
- Eucalyptus alternative





Non-fiber Products

- Carbon
- Maple syrup
- Engineered wood



Marketing

- Domestic
 - Address misconceptions around industry
 - Reposition specialty maple pulps for:
 - Tissue and towel
 - Rejuvenated commercial printing
 - Develop presence in engineered wood sector
 - Carbon trading
- Export
 - China has a voracious need for fiber
 - Differentiate against Latin American suppliers

Sustainability



1

Develop sustainability metrics to evidence sustainability claims

2

Use lifecycle assessment to differentiate products in market place

3

Engage entire value chain with metrics to leverage material selection and procurement decisions



Questions and/or Feedback

