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New Ample Sample Promotion Showcases Pocket Folders
Real Commercial Samples That Inspire

ALPHARETTA, Ga. (Feb. 9, 2010) — [Neenah Paper](#) (NYSE: NP) has just released another in its popular Ample Sample series, this one a collection of commercial reprints of pocket folders. The samples give designers and printers a chance to see real world examples of some of the unique ways Neenah’s premium papers are used.

The carrier folder itself, printed on a rich OXFORD® Duplex Cover, is a tactile exploration using embossing, foil stamping, die cuts and sewing, a stunning example of how color and texture can make a folder special. It holds six folders from different types of businesses. They range in complexity, the simplest folder printing in just one color. This folder clearly demonstrates how using a unique paper—ESSE® Cover Pearlized Cocoa—can add so much to a simple design.

Texture and color, the stars of this promotion, both play an important part in some of the folders. One example is the crafted finish of CLASSIC® Laid as the backdrop for a photograph of burlap on one folder cover. Or SUNDANCE® Felt finish to convey the tactile luxury of wool for the Aspen Brand Clothing media kit. In this case, color was a consideration as well. The Harvest Yellow paper adds warmth to the four-color image. And speaking of color, the refined look of embossing and a rich brown ink on a real estate folder constructed of CLASSIC CREST® Paper in Celery make this folder memorable and impressive.

“This collection of folders serves as an effective model to demonstrate techniques, printing and craftsmanship, while communicating the value of using Neenah’s selection of cover weights,” says Kristin Carpenter, advertising and design manager for Neenah Paper. “The paper chosen for a presentation or pocket folder is as important as what’s on the inside. Our brands of papers, offering a wide selection of textures and colors, can make your message more beautiful and more noticeable as the paper essentially becomes part of the design itself.”

For a copy of the new Neenah Paper Pocket Folder Ample Sample set, contact your Neenah Paper sales representative or merchant.

About [Neenah Paper](#)

For over 100 years, Neenah Paper has been an innovative leader in the creation and manufacturing of premium and specialty papers. Neenah brings state-of-the-art technology to its signature brands, CLASSIC®, ENVIRONMENT®, STARWHITE®, NEENAH® and SUNDANCE®, as well as a host of other fine paper products preferred by graphic designers and printers. Neenah recently signed an exclusive partnership agreement with Crane & Company to manufacture, market and distribute Crane’s fine business paper brands: CRANE’S CREST®, CRANE’S BOND®, CRANE’S LETTRA®, CRANE’S PALETTE™ and CRANE’S® Choice Papers. Neenah’s award-winning and versatile digital papers round out its comprehensive portfolio. Neenah’s sustainability commitment is reflected through the Neenah Green initiative, which includes mill-based solutions for minimizing environmental impact. A proud consumer of Green Energy, Neenah Paper is also a U.S. EPA Green Power Partner, and manufactures many brands carrying the Green-e, Green Seal and Forest Stewardship Council (FSC) certifications (SW-COC-000885). For more information, visit www.neenahpaper.com or call (800) 558-5061.

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