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Neenah Paper's Think Ink App Gets An Upgrade

ALPHARETTA, Ga. (Dec 15, 2009) —Who says you can't improve on innovation? [Neenah Paper](#) (NYSE: NP) has taken its groundbreaking iPhone and iPod Touch application Think Ink: Color Unleashed™, an industry first, and added four key enhancements requested by app users to give it even greater flexibility when building color palettes that inspire design and link to paper. Newly released **Think Ink: Color Unleashed V1.1** can be downloaded for free at <http://tiny.cc/5Msg9>.

"Thousands of designers have downloaded the original Neenah Think Ink V1 app, used it in the design process, and suggested ways to enhance it even further," said Tom Wright, director of design for Neenah Paper. "Our goal is to create tools and technology that makes integrating paper into designer's jobs easier, so we're pleased the people have taken the time to help us identify how to make this color tool and paper app better."

According to Wright, new features included are:

- The capability to build and edit base colors in both CMYK as well as the previous RGB color system. Designers simply take a swatch of their inspiration color and can choose to build their palette in either CMYK or RGB.
- The ability to see each individual color's CMYK and RGB value within the entire color palette build. And, with the 1.1 version, the values of both color systems appear right on the user's screen.
- A more sophisticated palette-blending function that creates color blends more closely tied to the proprietary Dewey Color System®.
- V1's selection of coordinating colors and now in V1.1 an enhanced selection of CLASSIC CREST® and CLASSIC® Linen beautiful whites and off whites with every paper recommendation.

"The upgrades in Think Ink V1.1 gives designers more control and provides increased access to the information they need," explained David Schimmel, president and creative director of [And Partners](#), which developed the iPhone application for Neenah. "We've been able to revamp this really popular app and add fresh features that give designers more opportunities to comfortably introduce color and paper into their projects as well as edit, create and concept their ideas more easily."

Neenah Paper's iPhone and iPod Touch application is the only app available that allows designers to pull inspiration from a number of resources to build their own custom color palettes using the Dewey Color System®. Here's how it works: designers begin with one of four approaches - a photo taken on the iPhone's built-in camera, a product from Neenah Paper, a predetermined color swatch, or the psychology of color with the Dewey Color System. After they select their initial color inspiration, Think Ink gives them various palettes, such as subdued, pop, traditional and blended.

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From there, designers simply place their palette on a variety of Neenah papers to see which works best for their selection. From their iPhone, they can save and e-mail their custom color palette to friends, clients or vendors, order coordinating paper samples of CLASSIC CREST® and CLASSIC® Linen Writing, Text or Cover papers, and see the palette in different proportions and type samples. In addition, they can explore statistically validated psychological meanings of color combinations that provide another tool in helping to connect their message with their audience.

For more information on the Think Ink application, visit www.neenahpaper.com/THINKINK/.

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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