



connect

40%

of the U.S. population
touches a Glatfelter
product every day.



G L A T F E L T E R

The Power of Connection

The day you were born.

The moment you said, "I do".

The teenaged joyride in your first car, and the first night spent in your new

home—every single significant step in your life is connected to paper.

Birth certificate, titles to cars, deeds to homes—right down to the filter-brewed coffee you drank this morning before holding this very book in your hands. Paper is, always has been, and always will be so much more than an 8.5 x 11.

Connect. With all that paper truly is.

Connect. Beyond Paper® to the possibilities that paper can be.

Connect. And the power of paper becomes yours.

20.6%

Digital's share of total print market forecasted by 2018.



Offset shops may have originally thumbed their noses at digital printers, but the times... they are a-changin'.

Digital printing: Cost effective, variable images, short runs.

For the ability to print 1,100, or 1,000 on glossy, carbonless, synthetic, uncoated, and even textured papers—and turn out custom print orders the same day—digital is the way to go.



FINANCIAL

Credit card statements

Account summaries

Retirement guides

Mortgage offers

Books of services

Line of credit promos

Direct mail



HOSPITALITY

In-room letters

City guide books

Direct mail

Employee training guides

Vacation/time-share offers

Meal vouchers



INSURANCE

Policy booklets

Invoices

Policy amendments

Custom direct mail promos

Life insurance mailers

Homeowners' guides



SERVICE

Estimates and plans

Invoices

Custom repair reminders

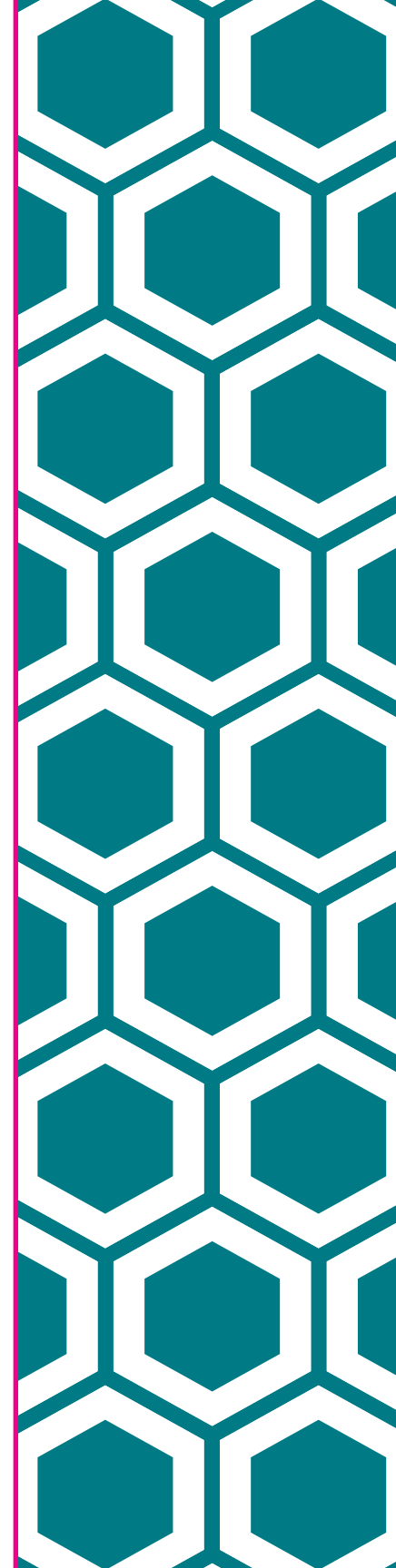
Upgrade or contract extension requests

Holiday promotions

Repeat business promotions

DIGITAL

Think Custom, Quick, and Cost-Effective with



Custom
Quantities
Demand
Digital

Meet the Demand

Community cookbooks. Travel guides by region. Ten copies today, 10,000 tomorrow (or if and when needed).

Digital on-demand publishing allows customized production equal to market demand—and requires customized paper that can meet the demands of the digital book industry's market.

Get Personal

Statistics show a 28 percent lift in consumer participation in loyalty programs due to personalized messaging.

With customized colors and variable data, individualized messages, personalized bank statements become digitally-printed platforms that reach targeted audiences and nurture lasting business relationships.

MONTHLY BANK STATEMENT

John Smith
324 Main St.
New York City, NY 99837

If you have any questions about your bank statement, we are happy to help. Please call us at 1-800-439-9000.

ACCOUNT SUMMARY		Starting Balance	Ending Balance
Total Deposits	5,546.78	3,685.38	2,742.81
Total Withdrawals	3,246.81		

ACCOUNT SUMMARY
John Smith
Acct #: 890-236746-01
FEBRUARY 2015
Monthly Statement
February 1 - 28, 2015

GLOBALBANK
More **CASH** rewards
When you're a Global Bank Visa Card Holder
NO ATM FEES

Date	Transaction	Amount	Balance
2/1/2015	Grocery Store - Transaction #12970450	-128.96	3,685.38
2/1/2015	Gas Station - Transaction #12970451	-63.58	3,621.80
2/1/2015	John's Family Restaurant - Transaction #12970452	-42.46	3,579.34
2/1/2015	Paycheck Deposit - Transaction #12970453	+2,586.83	6,166.17
2/1/2015	Mortgage Payment - Transaction #12970454	-975.64	5,190.53
2/1/2015	Credit Card Payment - Transaction #12970455	-400.00	4,790.53
2/1/2015	Online Shopping - Transaction #12970456	-78.68	4,711.85
2/2/2015	Department Store - Transaction #12970457	-175.14	4,536.71
2/3/2015	Utility (Electric) - Transaction #12970458	-98.37	4,438.34
2/3/2015	Utility (Gas) - Transaction #12970459	-124.74	4,313.60
2/3/2015	Utility (Water) - Transaction #12970460	-92.57	4,221.03
2/3/2015	Doctor - Transaction #12970461	-30.00	4,191.03
2/4/2015	Lunch - Transaction #12970462	-9.46	4,181.57
2/4/2015	Car Insurance - Transaction #12970463	-349.61	3,831.96
2/4/2015	Car Payment - Transaction #12970464	457.65	3,374.31

Be Direct

Your favorite [Variable item] is on sale, [Variable name]!

Digital printing has changed the face of direct mail. With limitless capacity to produce custom messages, businesses from boutiques to banks have seen returns upwards of 30 times their ROI through customized variable data printing.



If you change the way
you look at things,
the things you
look at change.

— Wayne Dyer, author



Treated, sheeted, grooved, or folded.
Paper takes new form, becoming an
envelope for mailing or a bag to carry
necessities.

Perforated, blocked, bound, or laminated.
Paper becomes the customizable answer
to limitless converting projects.

The right paper, that is.

Paper of exceptional quality and
outstanding strength, available
in a vast range of colors with the
ability to stand up to the rigors of
production: Converting paper.



CASINO

Menus
Event signage
In-room
promotions
Table tents
Check-in packets
Hospitality
vouchers
Key card jackets
Employee training
folders



HEALTH CARE

Safety/exit
signage
In-room
channel guides
Discharge folders
Temporary ID
badges
Diabetes
education cards
Training
envelopes
Ergonomics
training packets



AUTOMOTIVE

Repair tags
Document
jackets
New car packets
Dealership
folders
Rack cards/
sell sheets
Promotional
signage
Sale sign tents
Overnight repair
envelopes

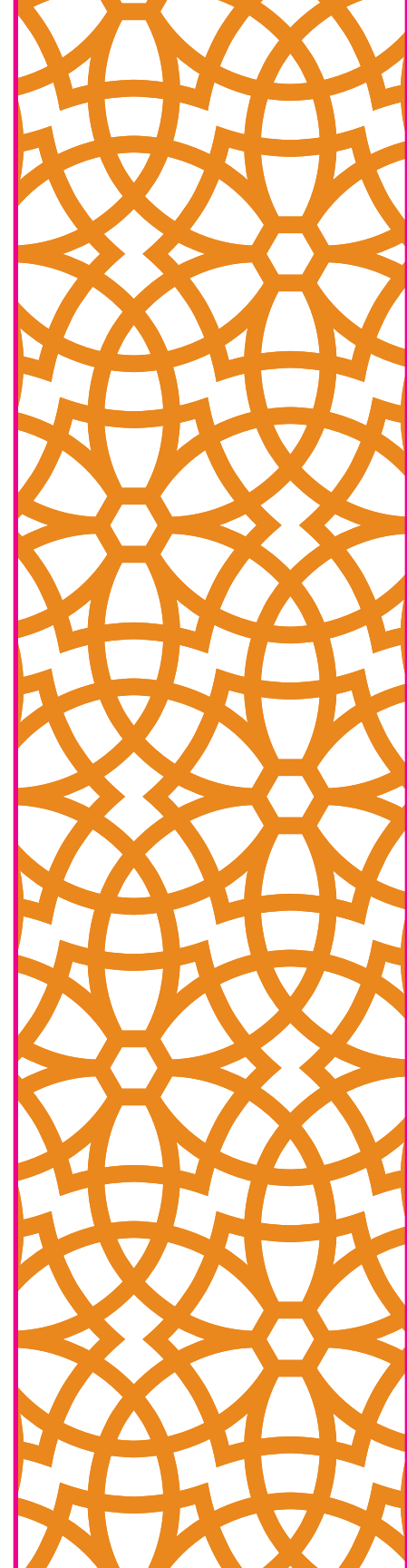


GOVERNMENT

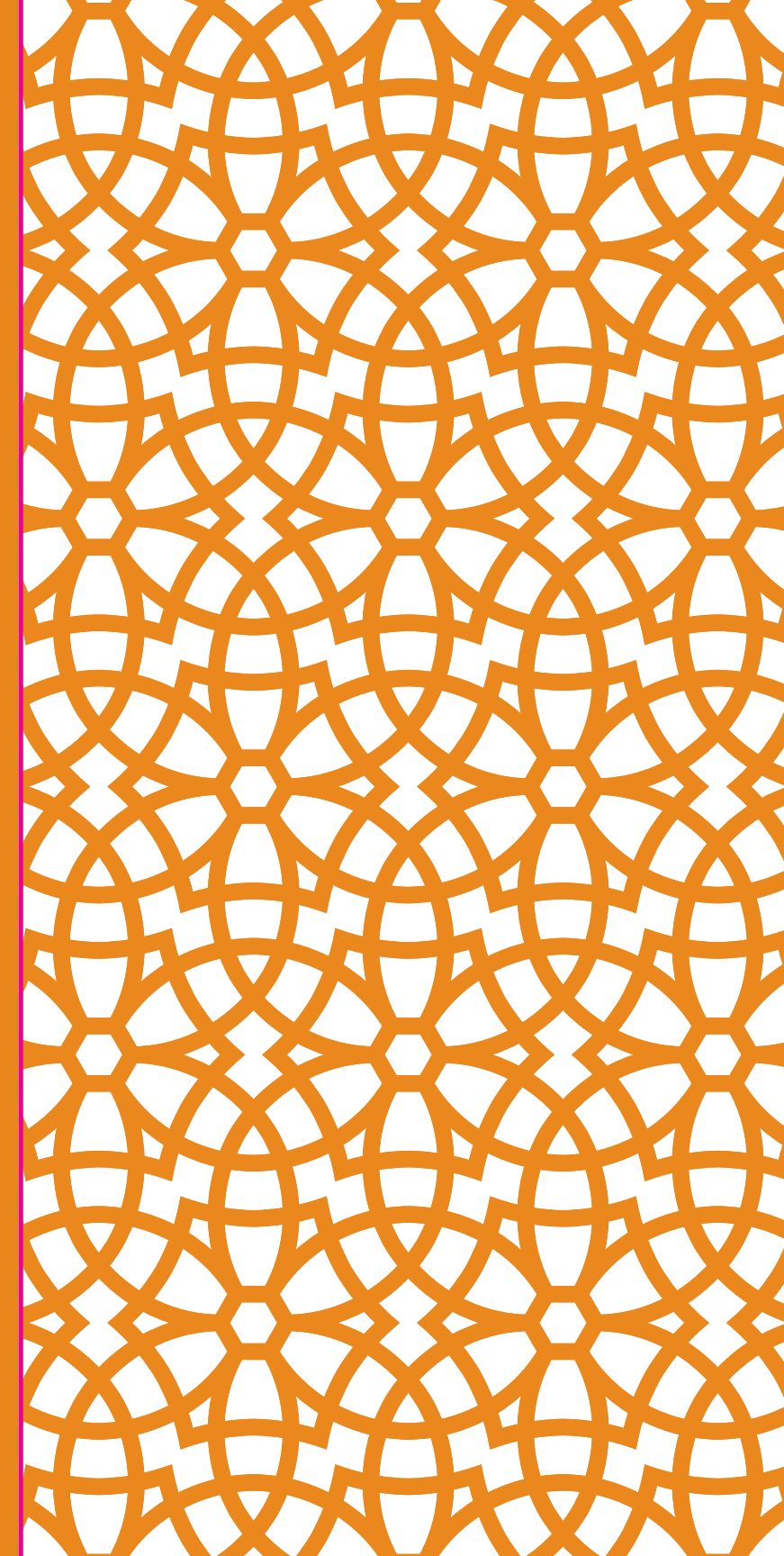
Interoffice
training folders
Office policy
signage
Census packets
Direct mail
Benefit/
tax folders
Communication
envelopes

CONVERTING

Sample the Solutions with



Converting
to New
Options?



Put Your Brand in Their Hands



Everyone knows the adage: You never get a second chance to make a first impression.

When it comes time to present your business and showcase your company, leave no room for error. Choose the best in order to represent the best.

ROI with a Reply

Postage-paid pieces of marketing genius. Glued, stitched, or shot in looseleaf. Reply cards are designed to catch attention and request a response—and that's exactly what they do.

Easy. Durable. Numerous. And effective. Reply cards.

SUBSCRIBE TODAY!

SAVE UP TO 60% OFF NEWSSTANDS

SUBSCRIPTION LENGTH: 1 year - \$18 2 years - \$32

PAYMENT INFORMATION: Charge to: VISA MasterCard AmEx

Check enclosed -OR-

Name on Card _____ Zip _____
Billing Address _____ Exp. Date _____
Card # _____ Security Code _____
Signature _____ (Use 3 digits on the back of your credit card)

SEND TO:

Name (please print) _____ State _____ Zip _____
Address _____
City _____



Only the Finest

M.C. Escher's optical illusions. The drawings of Tim Burton. Even Leonardo da Vinci's infamous Mona Lisa first began as sketches.

When an artist brings pencil—or ink, charcoal, or pastels—to quality paper there's no telling what may transpire.



Signed, Sealed, Delivered

Between 3,500 to 3,200 B.C, the first known envelopes were clay spheres molded around financial tokens.

Today, envelopes are created from sturdy paper in every color and protect an estimated 166,875,000,000 pieces of mail delivered each year in the U.S.

U.S. businesses will lose an average of

5%

of their gross revenue to some type of fraud.

— Association of Certified Fraud Examiners report, 2012



Threats to document security are real. Criminals get more sophisticated every day. And don't forget about mandates holding manufacturers and suppliers liable for losses due to fraud, with totals topping billions annually.

Q: What's your best defense against document alteration, forgery, and counterfeiting?

A: A secure paper. With layers and combinations of security features, specialized graphics, embedded fibers, and reactive ink, a secure paper ensures documents are nearly impossible to duplicate.



CASINO

Receipts

Cash-out slips

High roller certificates

Vouchers (hotel/food)

Checks/payouts



GOVERNMENT

Birth certificates

Marriage licenses

Death certificates

Social Security cards

Checks (IRS)



AUTOMOTIVE

Car titles

Loans

Leases

Transfers of ownership

Rebate checks

Appraisals



FINANCIAL

Mortgages

House deeds

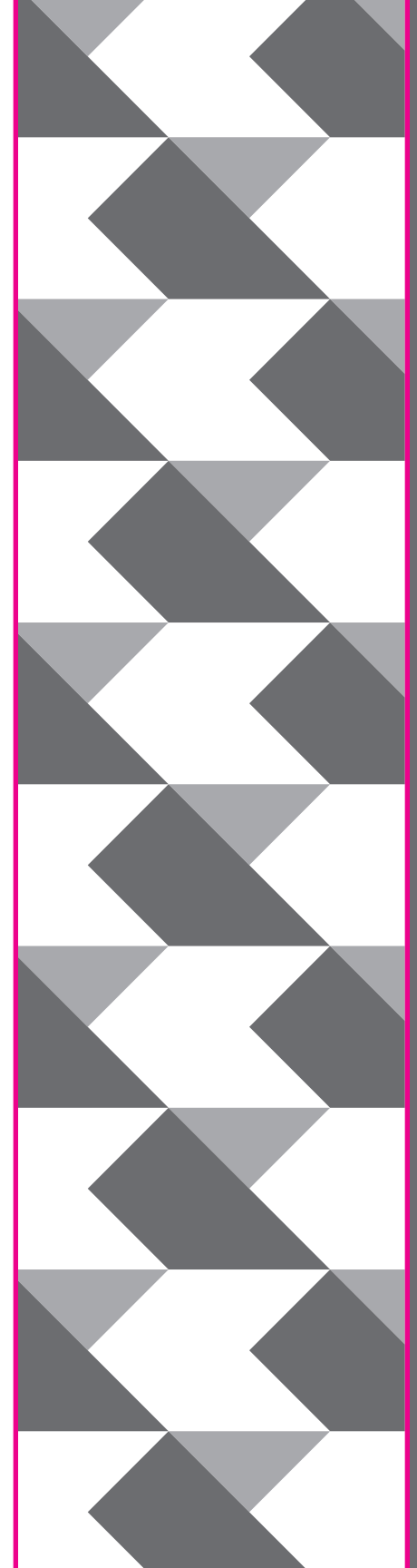
Money orders

Certified checks

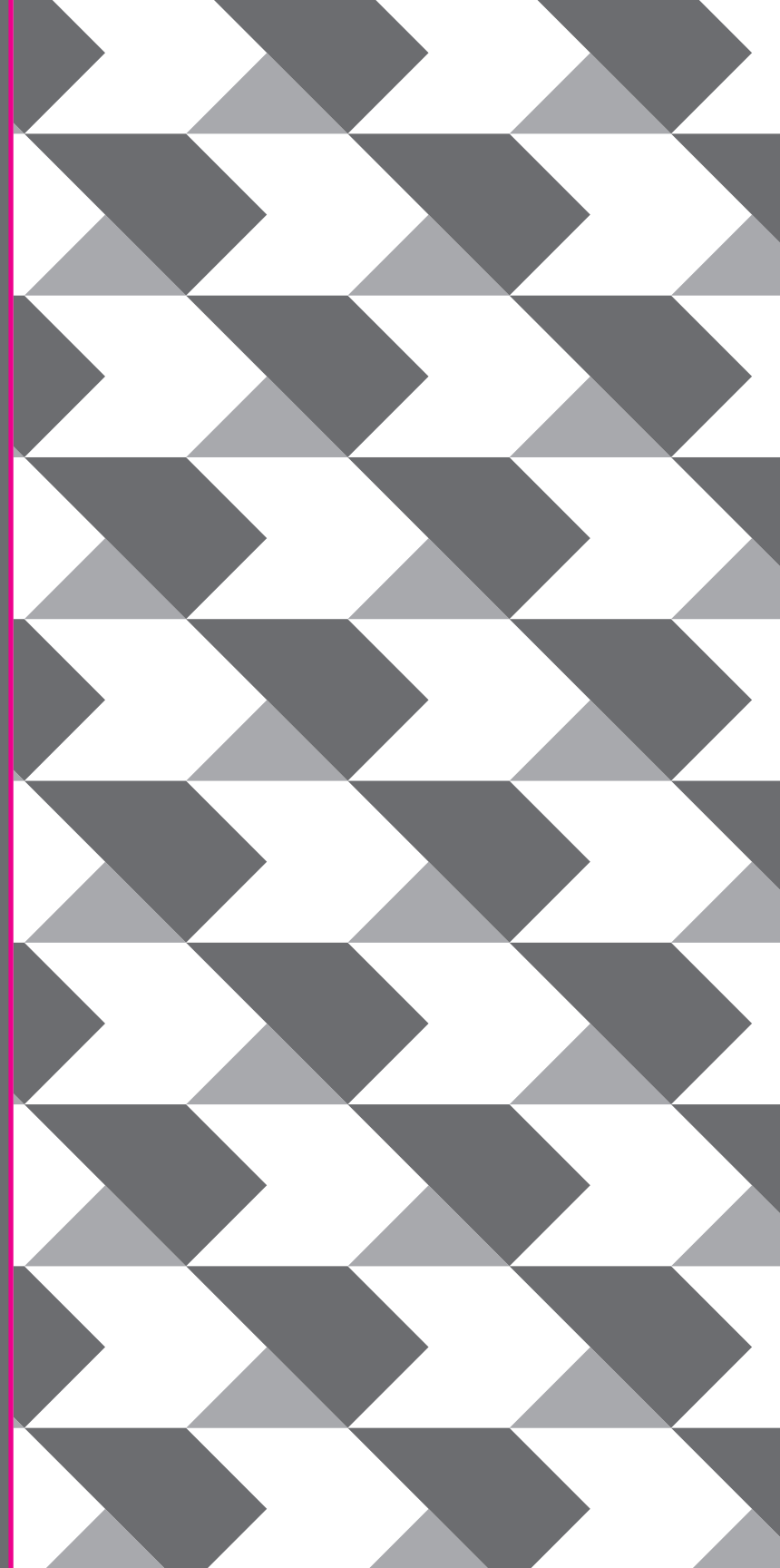
Loans

SECURITY

Protect What Matters Most with



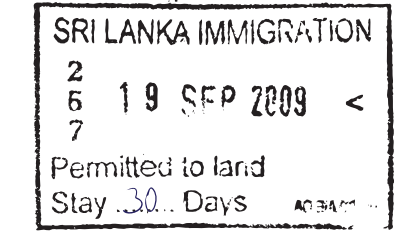
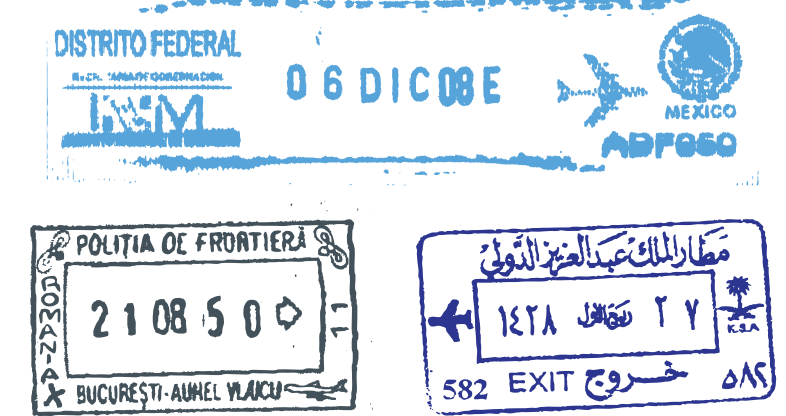
Protect Life's Moments with Security



Bon Voyage!

More than one-third of the U.S. citizen population hold valid passports, undoubtedly the most valuable travel and identity documents in the world.

Necessary to travel the world, and to get back home, passports provide crucial personal information and warrant stealth protection.



I Do

Approximately 90% - 95% of all Americans will marry during their lifetime.

Marriage licenses not only legally declare Mr. and Mrs. for today, they also become heirloom gifts and treasured indicators of heritage, signifying enduring ties from one generation to the next.





Home
Sweet
Home

SOLD

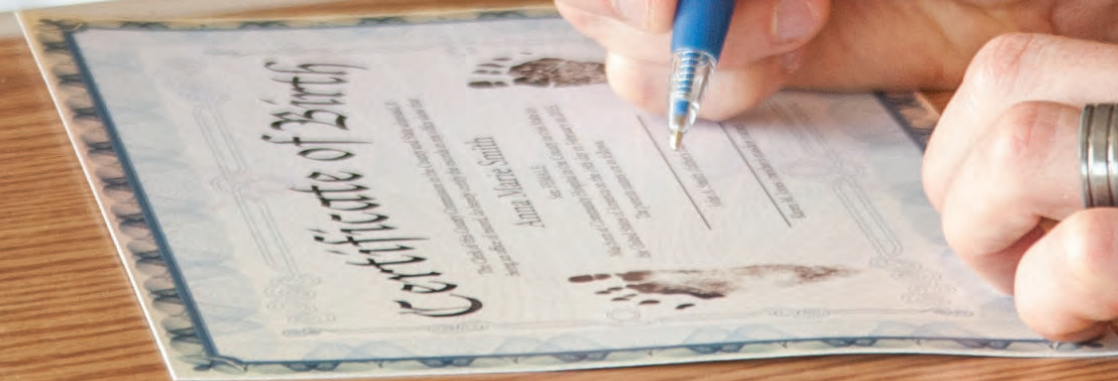
The time-honored photo: A happy couple in front of their new home.

And behind every such photo is the paperwork that got couples there. Purchase and sales agreements, closing documents, certificates of titles, property deeds—imperative papers, legally declaring ownership.

Handle with Care

Approximately 255 babies are born worldwide every minute.

Along with these bundles of joy, 134,028,000 birth certificates are born every year, too. Each unique, definitive document stands as a signed declaration to the world—of one's family, and one's identity.





birth certificates
passports

titles

When it Matters

deeds diplomas

Consider this: What's inside your fireproof safe? What is so important that, should disaster strike, you would want protected?

Birth certificates, social security cards, titles to your home and automobiles, awards of lifetime achievements: Papers of great significance, worth protection.

awards

monitors

form

noun \ 'fɔrm \ :

a logically structured document designed for entering, extracting, or communicating required information.



Invoices, work orders, receipts: The service industry's essential tools to declare proof of payment and services performed. Each necessary piece of documentation requires immediate and effective duplication, ultimately ensuring the ability to operate business with ease.

Consider the massive scope of what reliable, multi-functional, and efficient carbonless paper provides. In fact, perhaps you'd like a copy as proof?



INSURANCE

Auto/boat titles

Hospital claims

Damage reports

Policy agreements

Receipt of values



HEALTH CARE

Patient meal cards

Menus

Insurance claim forms

Co-pay/ medical receipts

Patient belongings forms



AUTOMOTIVE

Repair estimates

Service orders

Odometer disclosures

Parts order forms

Buyer's guides

Inspection reports

Emission/smog checks



FINANCIAL

Daily cash reports

Cash receipts

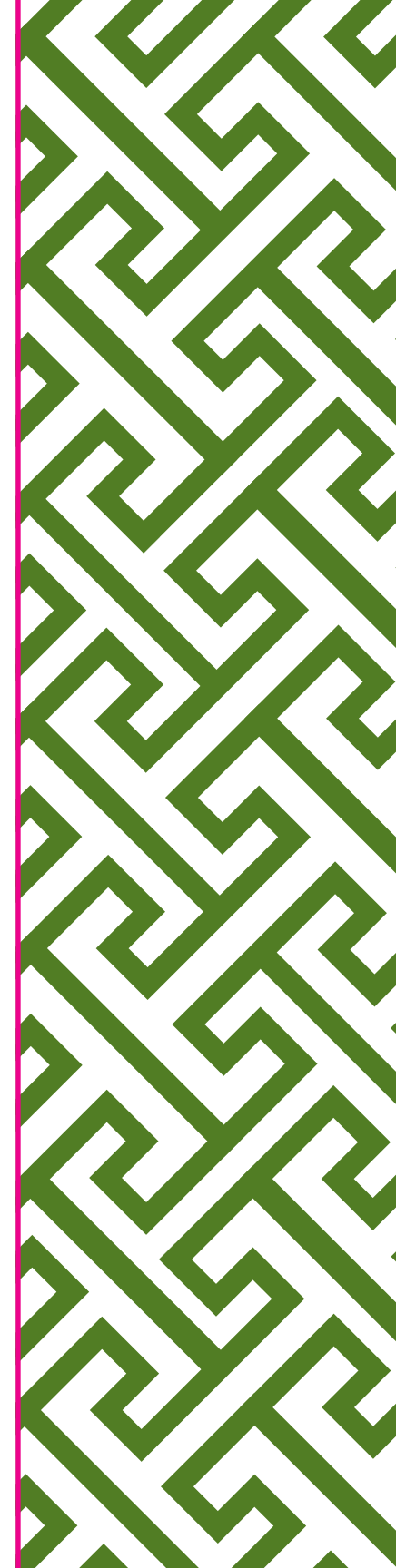
Deposits

Invoices

Mortgage documents

CARBONLESS

Duplicate with



See What
Carbonless
Can Be



And How Would You Like That?

A server takes a customer's order: "No onions, I'm allergic."

The chef views the paper, and executes the meal. The manager tallies daily earnings from the paper, and the accountant verifies annual profits.

Small, yet largely important.



Get the Job Done Right

A plumber answers a service call to your home.

Your automobile has been repaired.

The invoice given as proof of service and verification of payment is as critical to the service provider as the customer—providing immediate records for reference.



Keys Please

Sign on the dotted line, and the car is yours today. Important matters call for prompt paperwork.

With quality copies of transactions and agreements supplied to both purchaser and seller, carbonless papers keep business exchanges quick and clean.



57
books are sold every
second in the U.S.,
totaling 4,924,800 daily.

— *infactcollaborative.com*



Printed books revolutionized the world nearly 600 years ago, fostering our discoveries, imaginations, and progress with their power to share and shape ideas. Albert Einstein himself, at age 12, described the introduction of a geometry book as having a marked effect on his life.

Books possess the power to educate us, challenge us, entertain and inspire us—one influential page at a time.



EDUCATION

School curricula

Workbooks

Interactive learning

College textbooks

Professionals continuing education



TITLES

Fiction

Non fiction

Self-help

Wellness

How-to



CULINARY

Cookbooks

How-to's

Trending diets

Celebrity cooking guides

Gluten-free



NON-PROFIT/RELIGIOUS

Church guides

Organization booklets

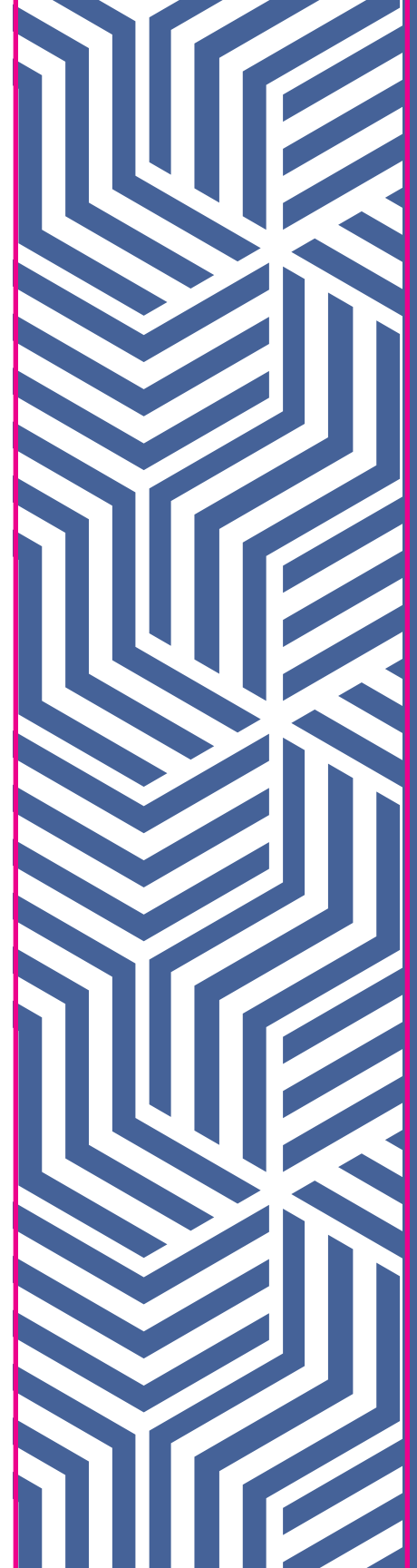
Government guidelines

Post campaign communications

Donation booklets

BOOK

Get Hooked with



Explore
the World
of Books





Books That Will Leave a Legacy

The written word memorializes meaning.

Imagine our world with no *Bible* or *Koran*. No *Catcher in the Rye* or *Gone with the Wind*. Books capture and sustain great ideas and leave the written word—and the meaning—for generations to come.

Hit the Books

Dog-eared pages. Highlighted key points. Notes in the margins. Textbooks convey information and inspire knowledge in students from grade school to grad school and beyond.

Essential and critical tools, books build the very foundation of our leaders of today and tomorrow.

Publications that Persuade

Newsletters to magazines. Custom publications to annual reports.

Words contain the power to develop connections and strengthen relationships, harnessing the power of storytelling to influence thought.

Readers, customers, donors, or members
learn and remember through stories.



World-wide consumption
volume of paper and
paper products is
expected to surpass

445

million tons by 2015.

— Global Industry Analysts report.



Over 1 million registered hospitals
in the U.S. utilize approximately
1,500 variations of paperwork daily—
discharge papers, procedure requests
and test schedules, hospital bills.

When high volume and quality
are consistently needed, uncoated
printing papers are the ideal solution,
and often the least expensive.

With an emphasis on durable, quick,
and trouble-free printing, uncoated stock:
The paper of choice of many, for many.



FINANCIAL

Customer
memos

Promotional
sell sheets

Mortgage
incentive
documents

Statements

Receipts

Direct mail



HOSPITALITY

Check-in
confirmation

Menus

In-room booklets

Company policies

Wedding packages

Promotions



SERVICE PROVIDERS

Company
sell sheets

Service contracts

Instruction guides

Employee
hire packets

FAQ sheets

Contracts



INSURANCE

Policy updates

Direct mail

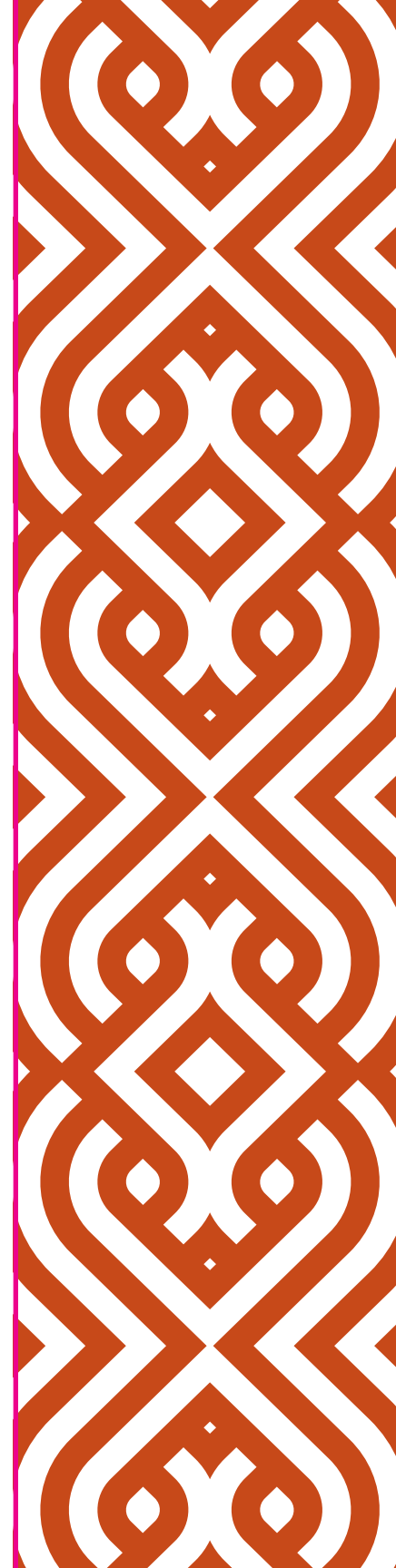
Statements

Disclosure
documents

Renewal
information

UNCOATED

Maintain High Volume with



Uncoated
Paper: High
Dependability,
Low Fare



We Hope You Enjoyed Your Stay

More than 45,000 hotels and motels in the U.S.
offer travelers over 3.6 million guestrooms on any given day.

The bill presented needn't be fancy. It needs to be
precise, dependable, and as hassle-free as the stay.



Break Out the Checkbook

One popular national magazine reaches 71.4 million people annually and delivers invoices, too. A state-wide electric and natural gas utility company services more than 1.8 million customers and sends out bills monthly.

Heavy volume requires dependable paper.



A Way to Give



Fic tor sum estia isquis di remporro tem aut quis sequate
exerum et qui res etur sinctur molorep udicidest, saped
magnis nos di ut rector, sequi oditatum, to conserum ello
blabo. Et il isque volupta tempus molor aliasitatus insam
facium
dolupta
idem q
laut ex

Ota do
lorepro
aped q
fugit la
sola on
sam fa
emam i

Tem in
ipis vo
quid et
tur ma
que ma
perle ri
andis e

Voluptatus errori dollacea simodit quidemam aut omnis
mos necestius modicia emam rem ut quodipsunt et eium
quae non exerunt uriam, oditio que sere, qui quam fuga-
em fugia con reur?

Donations toward education. Help for human services. Contributions to health charities or environmental causes. Funding for charitable organizations totaled \$335.17 billion in 2013.

Buddy forms, or offering envelopes, provide an opportunity for recipients to donate with ease.

en·gi·neer

verb \ nj-nîr \ :

to plan, construct, or manage :
to alter or produce by
methods of engineering



When niche applications require one-of-a-kind product solutions, engineered and specialty papers are the basis of the answer.

From a need for specifically shaped products (conical cups or soufflé cups) to FDA-approved food papers, or wet strength products used in maps for government flight missions – or even papers used to cast materials inside favored phones, tablets and electronic devices. Industry-specific challenges lead to unique solutions with specialty papers.



When companies find themselves in need of specialty products—new products, not yet created—our team of sales and products engineers invent and develop the customized solutions.

CUSTOMIZED

Playing cards

Drinking cups

Greeting cards

Snow cone cups

Colored packaging

Candy packaging

Paint chip cards

Popcorn containers

Sticky notes

Hot dog trays



From developing a paper that stands up to wet paint to creating a paper that holds in enticing aromas, engineering unique papers to meet specific requirements is our specialty.

ENGINEERED

Digital papers

Pressure sensitive labels

Ink jet papers

Release liners

Latex labels

Vinyl casting

Wallpapers

Retail shelf marking

Billboard papers

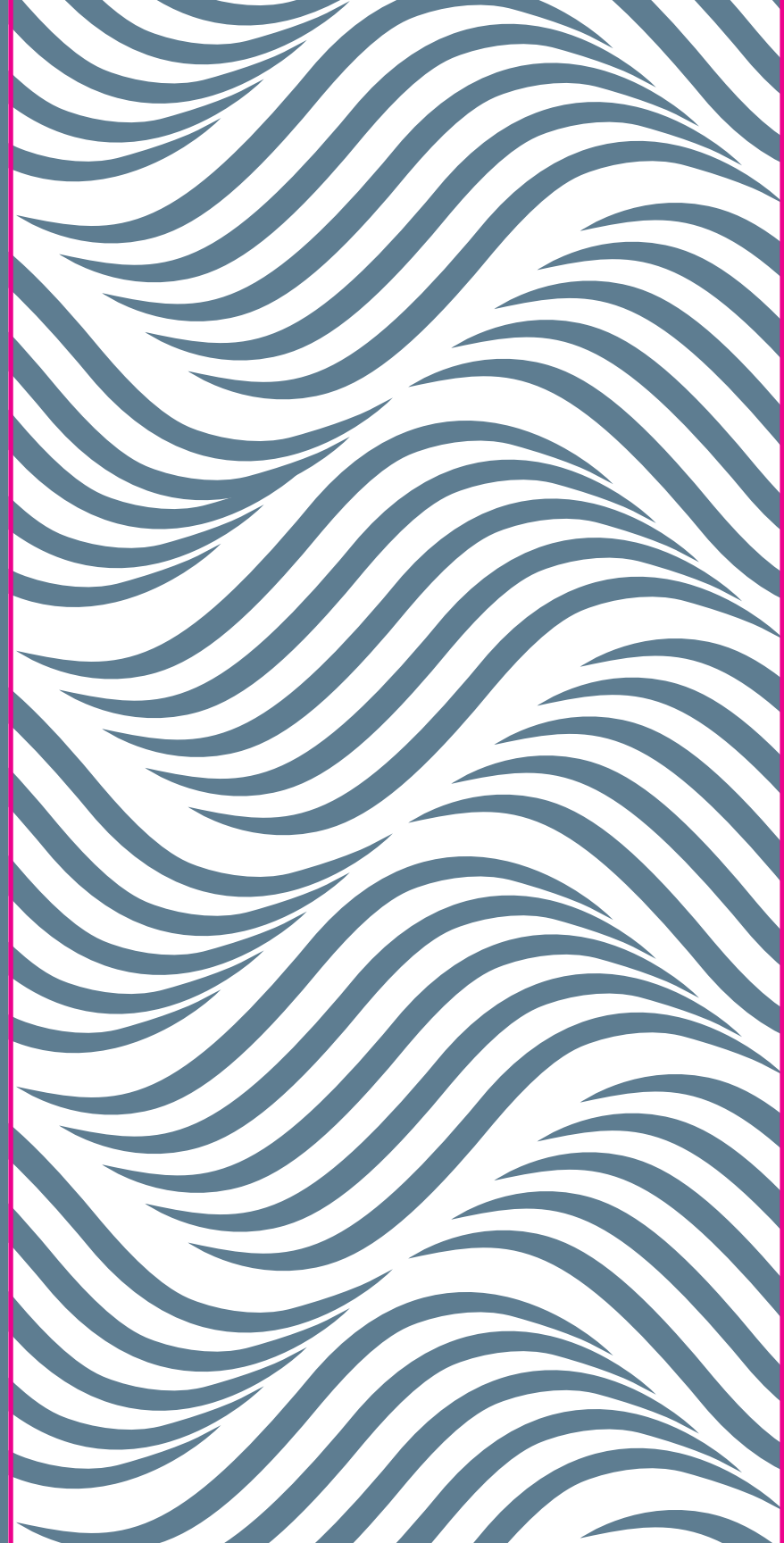
Thermal transfers

SPECIALTIES

Secure Innovative Solutions with



Engineered
Products
are Our
Specialty



Find the Perfect Shade



Did you know that paint swatches hold actual paint not printed ink?

Paint swatches are engineered to hold color consistency over time and require durable, dependable paper to showcase your company's true colors.



Stick 'em Up

The universal reminder.

The icon of the office products industry, and a mainstay of homes, classrooms and offices—a workplace study showed the average professional now receives 11 messages on sticky notes each day.

Don't forget: Stick 'em Up.

Look at the Label

Total Unit Count

Transaction ID: 950860
Store/Register: 998/003
Date: 12/06/14

95086000998003120614

For questions or need assistance, please call us @ 877-333-0117, 24/7 EST Daily (Except Holidays)

Tote/Slot: 970900253708 224003

Size: ENV:EV1 Gift Wrap: N

03

Ch ID: 00000197181280365 722

2 LB 1 OF 1
RS

SHIP YourBookstore.com
TO: 1234 Main St.
New York City, NY 10020

GA 305 0-01

GROUND
TRACKING #: 1Z 869 V6R 90 2944 1027

IESC: CLOTHING
RETURN SERVICE

Peeled from release liner paper, labels designate origin, owner, contents, or destination: Where did the envelope come from? Look at the label. Where is the box going? Read the label.

Labels ensure packages get from Point A to Point B—no doubt about it.

All In



Poker faces. Bluffs. Bets and bankrolls. Cards mean big business in casinos.

Tell a person holding a royal flush that playing cards are nothing more than paper. Odds are that the person will laugh about the comment—all the way to the bank.



Now I See

Cars, buses, and boats with durable, dazzling decals.

Mobile advertisements can generate between
30,000 to 70,000 impressions daily.

What's it take to boost brand recognition 15 times
greater than any other form of advertising? Peel
the paper off vinyl graphics, and find out.

A close-up photograph of two people at a game. The person on the left, wearing a red jacket, holds a hot dog in a bun with ketchup on a white paper liner. The person on the right, wearing a black jacket with a red graphic, holds a large yellow popcorn bucket with the word 'POPCORN' printed on it in red. The bucket is filled with popcorn.

Game On

Cheering with the crowd, hot dog in one hand.

Doing the wave, snow cone in the other.

At the game, Junior doesn't consider the FDA-compliant paper containers that house his hot dog, French fries, popcorn, or snow cone. He just remembers the experience.

The heart and soul
of any company is
creativity and
innovation.

— Bob Iger, CEO of The Walt Disney Company



Welcome to a new way of thinking:
G-Force microencapsulation technology.

Microencapsulation allows product
developers to add controlled-release
fragrances, UV resistance,
antimicrobial treatments and many
other unique features to a myriad
of core materials.

From clothing with fragrances and
skin-softeners released to scratch-
and-sniff paper—inventions where
ink “magically” appears—G-Force
microencapsulation opens the door to
infinite products and possibilities.

AGRICULTURE



From citrus groves that yield
fruit juices for your children
to vineyard crops producing
grapes used for fine wines, our
technology enables production
of safer, cleaner crops with
more nutritious results.

INDUSTRIAL



Our technology can add longevity
to your deck stain or mildew
resistance to paint for your
bathroom, adding strength,
durability and customer loyalty.

TEXTILES



Our smart fabric technology
adds antimicrobial protection
and moisture prevention. From
your couch to your carpet, your
pjs to your linens, we make
fabrics better for you.

FRAGRANCE



Whether trying to attain the
scent of fresh-cleaned laundry or
the captivating lure of perfume,
our scientists can create delicate
fragrances and protect highly
unstable ingredients to increase
the potency of your products —
and your sales.

SERVICE



From scented cleaners that
remove dirt to fragrant sprays
that refresh carpet, we can
create products that are as
versatile as they are essential
— for your industry — and for
your customers.

FIBERS & FILM



We can add fragrances to
all sorts of materials, from
carbonless papers to personal
products. We can release
skin softeners, scents—and
imaginations. The possibilities
are infinite.

INNOVATIONS

Encapsulate A World of Ideas with

See, Smell,
and Touch
G-Force



Creativity Without Chaos

Vivid colors come to life on the paper, but absolutely nowhere else...?

What appears to be magic is actually science. Specified markers
pressing down on paper releases color, resulting in—art.



Let Fresh Scent Fill the Air

From the moment you step foot inside the doorway, or sit on the couch, you're welcomed with light, clean scents.

Microcapsules on the carpet and couch are time-releasing delicate fragrances continuously refreshing the air.





G L A T F E L T E R