



APPVION INTRODUCES SUPERIOR DISPERSIBLE DIRECT THERMAL LABEL SOLUTION INTO PRODUCT LINE

Appvion's Dispersible Direct Thermal Product Completely Disperses Within Seconds

Appleton, Wisconsin, September 15, 2021 – Appvion Operations, Inc., a leading provider of advanced materials and specialty coated solutions, expands its direct thermal product platform by launching a superior Dispersible Direct Thermal label solution. Dispersible is a unique material that looks, feels, and tears like ordinary direct thermal paper but has a distinguishing feature – it disperses in cold water, hot water, and most aqueous solutions.

"I am very pleased to introduce our innovative Dispersible Direct Thermal label solution into the marketplace," said Meyer Weiss, Vice President, Advanced Materials & Solutions, Appvion. "Utilizing our extensive direct thermal technologies already in place, the offering highlights the benefits of Appvion's research and development capabilities. Our patent-pending technology presents excellent dry strength and runability and is durable enough to withstand freezers, microwaves, warming trays, and warming lights."



Appvion's Dispersible Direct Thermal product is ideal for direct thermal labeling systems, encouraging consistent labeling practices. The product is engineered to make labeling, scanning, and identifying a breeze in applications such as food storage containers, food rotation/inventory (FIFO), laboratory glassware, and other applications. Traditional labeling requires hand removal. Appvion's Dispersible product improves the clean-up process as it completely disperses within seconds in normal tap water or a dishwasher, depending on the level of agitation.

"Newly developed technologies are constantly changing the limits of what paper can do," adds John Mazuroski, Growth and Innovation Leader. "With the introduction of our water-dispersible product into our direct thermal portfolio, Appvion continues to provide functional, sustainable, fiber-based solutions for our customers."

Dispersible Direct Thermal label solution is available with FSC® chain-of-custody material and has been tested for flushability. For more information, visit appvion.com.

About Appvion Operations, Inc.

Appvion was founded in 1907 and is a pioneer in the specialty and high-performance coatings business. Headquartered in Appleton, Wisconsin, Appvion develops innovative, water-based, and environmentally responsible coating solutions for consumers' everyday life. Appvion's functional coating solutions are applied to a wide variety of flexible substrates, including products from an FDA-compliant facility. Primary product offerings include direct thermal paper and film solutions and renewable, fiber-based consumer and industrial packaging solutions. As a leading manufacturer in North America of advanced materials and solutions, you can count on Appvion to tackle your customers' biggest challenges. Connect with us on Twitter and LinkedIn to learn more.