



Appvion Introduces Sheeted Versions of kaBoom!® Colored Papers

(Appleton, Wis., July 18, 2016) Appvion, Inc. has introduced two sheeted versions of its popular kaBoom!® brand of colored papers. kaBoom! sheets are now available from paper merchants in 8½ x 11-inch-sheets with basis weights of 20/50 lb., 24/60 lb., and 65 lb. cover and colors of yellow flicker, pink spark, green surge, bloomin' blue, glistening gold, combustible cream, gray gust, stunning salmon and illuminating ivory.

Appvion has also introduced kaBoom! sheets in multipurpose retail packs that give commercial, office, school and home users convenient options for using colored papers. The retail packs contain 100, 8½ x 11-inch-sheets of 24 lb. paper. Each pack contains sheets of five different colored paper and three color types: dynamite (bold primaries), volt (stunning neons), and glimmer (soft pastel tones). kaBoom! sheet packs are available from Amazon.com as well as retail outlets such as Shopko Hometown.

“Market research shows that the use of color can dramatically improve the response to printed materials like direct mail, catalogs, posters and signage,” said Ethan Haas, Appvion’s vice president and general manager of carbonless and specialty papers. “kaBoom! sheets are an ideal and convenient choice for business communications, announcements, flyers, posters, signage, arts & crafts, and school applications.”

kaBoom! Colored Papers are designed to perform smoothly on offset, multifunction and desktop printers including both laser and inkjet. kaBoom! Colored Papers are dyed, not tinted, for rich and uniform color, superb printability and outstanding performance. The paper is manufactured at Appvion’s mill in Roaring Spring, Pennsylvania, and covered by Appvion’s 100% satisfaction guarantee.

For more information about kaBoom! Color Papers as well as samples and sales support materials and assistance, contact Appvion at 1.800.533.9421 or visit appvion.com.

About Appvion

Appvion creates product solutions through its development and use of coating formulations and applications. The Company produces thermal, carbonless, security, inkjet, digital specialty and colored papers. Appvion, headquartered in Appleton, Wisconsin, has manufacturing operations in Wisconsin, Ohio and Pennsylvania, employs approximately 1,400 people and is 100 percent employee-owned. For more information, visit www.appvion.com.

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