

## Introducing the NEW Pixelle®

Dear Customer,

We are proud to introduce you to the new Pixelle®. Everything you know and love about our high-speed inkjet (HSIJ) paper line remains the same, but we've updated our look with a new, sophisticated logo and have refreshed product names and categories to make it easier to select the right paper for the right job.

It's no surprise that HSIJ is the fastest growing segment in the paper industry today. This technology brings speed, customization, increased productivity, and superior results to our customers. Glatfelter is committed to being a leader in this segment, and we do so by providing the most diverse product portfolio in the market. With more than 30 products, Pixelle® delivers superior performance, exceptional image fidelity, and unmatched value. Our comprehensive portfolio means customers don't have to double- or sometimes triple-source for their printing needs, thus saving time and money.

Another way we're working to make your lives easier is by streamlining our product names and categories so you can quickly make a selection. We've grouped our products into three levels (untreated, treated, and coated), and have updated product names with descriptive words to reflect paper type and usage. To help you through this brand transition, we've developed a product reference guide reflecting all name changes, along with a new specification sheet (see enclosed).

We know our customers are detail-oriented, quality-focused people, which is why we made the decision to update the Pixelle® names and logo. It was important to us to have a line as sophisticated and modern as the machines Pixelle® is used on. **The new names will be transitioned in our systems early June, however, it will take a few months for inventory to cycle. You may see some product name changes on your orders, bills of lading, and label changes as early as June as we transition the names in our systems.**

We hope you're as excited about the new Pixelle® as we are, and we invite you to provide feedback to your Glatfelter account manager or any of our customer service representatives. For more details on this transition, please see the FAQs on the reverse side. If you have questions, you can contact us at 1-888-744-4246, or at [pixelle@glatfelter.com](mailto:pixelle@glatfelter.com).

Thank you for your continued business,



Scott Belisle  
Key Account Manager, Production Inkjet Papers

