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Remaining Committed To Customers And The Environment

By Ed Gagliardi, Executive Vice President Sales & Marketing, Atlas Paper Mills

For nearly three decades, Atlas Paper Mills has remained one of the leading U.S. manufacturers of recycled paper products. A “green” company since day one, our mission has always been to produce 100 percent recycled tissue products, which help our customers meet and exceed their environmental stewardship and value needs.

Here at Atlas, we take our social responsibility and commitment to the environment very seriously. Although the current economic conditions may present new challenges to many paper manufacturers including Atlas, our commitment to our customers and the environment never waivers — they come first.

It is with these market conditions in mind that Atlas will be launching in June 2009, a new green value line of Green Seal products called Green Heritage. The concept behind the brand is to provide an array of truly green product solutions to customers who value and demand a green line of recycled towel and tissue products without having to pay a premium for them. The new Green Heritage line offers a green value proposition that helps customers meet their commitment to protecting the environment as well as their green product needs. In these difficult economic times, Atlas understands the need for making green products affordable to everyone. The Green Heritage brand will allow customers to “go green” at today’s “non-green” prices.

The Green Heritage green value line will feature 2-ply, 1-ply and Jumbo Roll bathroom tissue with new embossing and a new pattern for a softer feel. Also included in the line will be a 2-ply double-embossed 85-sheet kitchen roll towel, center-

pull towels and facial tissue.

The Atlas Green Heritage brand carries a full line of Green Seal certified tissue products to help ensure customers that the products they are choosing are better not only for their health but for the environment as well. Today Atlas produces over 36,000 tons of recycled tissue products each year and converts approximately 3

million cases of Eco-friendly towels, tissue and facial tissue for use in the Away From Home and Retail Marketplace. These products are made from 100 percent recycled paper, 100 percent chlorine free, all made in the United States, and produced in a Chlorine-Free Manufacturing Environment. Atlas products have won wide acceptance in hotels, hospitals, schools, office buildings and many other places throughout

the country. We are also a dedicated member of the following leading environmental associations and organizations; USGBC, Green Seal, Healthy Schools Campaign and the Green Hotels Association.

Our vision is that the Green Heritage line will enable customers to be able to go green without having to pay a premium for it during this economic downturn. We want everyone to feel as though they can make the right choice for their health, their company and the environment, and feel good doing it without having it affect their bottom line. We are proud that we are making a positive impact and enabling others to do the same with our green value line. Together with Green Seal, Atlas Paper Mills is committed to creating a more sustainable world through products that help safeguard the environment. At Atlas we always like to remind our customers that, “We Haven’t Gone Green. We Were Born Green.”™

