

## Marketing Bulletin

### Xerox® Paper and Specialty Media Line News

#### Have you heard the news?

Since the Xerox® Paper & Specialty Media Line became a permanent member of our family last year, Domtar has made a few updates to the line.

You'll still be able to get the same products you've always ordered; we've just updated the offering to help serve you, and your customers, even better.

#### What does it mean?

It's not just "under new management", Domtar's Xerox® Paper & Specialty Media Line has something truly interesting to share with its customers.

#### What's different and why will my customers care?

What did we do?	Why?
Re-organized the Xerox® Paper and Specialty Media Line under new product families	<ul style="list-style-type: none"> <li>Helps you make better choices about the paper you buy and sell</li> <li>Allows us to offer a simplified, yet full range product offering</li> </ul>
Great new packaging look	<ul style="list-style-type: none"> <li>Reflects changes to the product families</li> <li>Generates renewed interest</li> <li>Broadens customer and end user appeal</li> </ul>
Product updates	Differentiates the product line from <ul style="list-style-type: none"> <li>Direct competitors</li> <li>Our customers' private labels</li> </ul>

#### New Product Families and Packaging



#### Not just the names and packaging have changed, the product has too...

What's changed?	What it means?
More versatile multipurpose paper <ul style="list-style-type: none"> <li>Brighter than the standard 92 bright</li> <li>More robust paper</li> </ul>	Differentiation in category: <ul style="list-style-type: none"> <li>More visually appealing</li> <li>More substantial feel</li> </ul>
Optimized printer papers to perform in a wide variety of devices	Eliminated the need to make paper choices based on what print device is being used
Nearly all office papers and digital printing papers are Forest Stewardship Council® (FSC®) certified	Have a nationally branded offering that can meet internal sustainability initiatives
Entire line of Xerox® office and premium office papers will be domestically produced in the United States and Canada	Can offer customers a national paper brand that is domestically sourced versus "imports" with no broad name recognition

For more information about Domtar's Xerox® Paper and Specialty Media Line contact your Domtar Account Manager.

