



**Wausau**PAPER®

INNOVATION



# The Industry's Most Innovative Papermaking Now Available to You

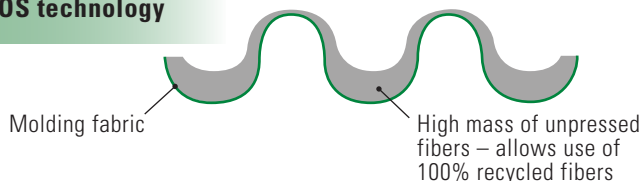
What happens when you combine the desire for high-quality environmentally sensitive products with a cutting-edge papermaking technology? Premium green. With Wausau Paper's expertise in green products and its use of ATMOS papermaking technology, the vision is now a reality. The flexible papermaking process utilizes carefully chosen structured fabrics to produce premium Green Seal™ certified products designed for enhanced performance and appearance. This allows Wausau Paper to offer green towel and tissue products with exceptional plushness, brightness, strength and absorbency.

## Structured for Sustainability and Quality

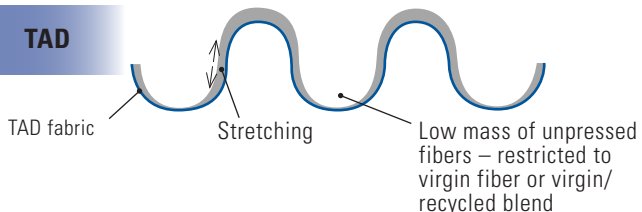
Wausau Paper is the Green Leader for towel and tissue products in the away-from-home market. We continually strive to bring new and innovative products to the industry. Therefore, the choice was made to align with a technology that supports Wausau Paper's Green Leadership position and affords the opportunity to offer unique products. Allowing the use of 100% recycled fibers, ATMOS is environmentally superior to alternative papermaking technologies including Through-Air-Dried (TAD). With Wausau Paper's molding fabrics, paper products are also plush, soft, highly absorbent, and best of all, Green Seal™ certified. It is possible to produce high-quality towel and tissue products while supporting sustainability.

# ATMOS TECHNOLOGY VS. TAD

### ATMOS technology



### TAD



	ATMOS	Through-Air-Dried (TAD)
Uses structured fabric	✓	✓
Produces high-quality paper	✓	✓
Uses 100% recycled fibers	✓	✗
Allows for achievement of Green Seal™ certification	✓	✗
Energy efficient	✓	✗
Increases operating efficiency	✓ (No wet transfer)	✗

## Fashionably Formed

Wausau Paper has developed a new tissue formation process derived from ATMOS technology known as Fusion™. This process is designed to provide premium bath tissue with exceptional plushness, softness and brightness. Featuring the beauty of consumer tissue, Fusion™ formation bath tissue sets a standard. Fusion™ tissue marries both feel and function to satisfy the most discerning customers.

# FUSION™



*Floral quilt emboss offers high-end appearance.*

## Authentically Green®

All Wausau Paper towels and tissue designed with ATMOS are certified as environmentally preferable by Green Seal, meeting comprehensive and strict guidelines for manufacture. Only Wausau Paper combines innovative papermaking and the finest quality fibers with the leading green certification giving you assurance of purchasing the most sustainable solution in premium towels and tissue.

- Green Seal™ certified
- Energy and water efficient
- Highest quality 100% recycled fibers
- Made with safe and socially responsible practices





Wausau Paper's ATMOS-enabled Green Seal™ certified towel and tissue products are "Made in the USA" from the highest quality in 100% recycled fibers.

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PLEASE  RECYCLE