

FOR IMMEDIATE RELEASE

Paris Introduces New Logos, Branding and Sustainability Programs

Westampton, NJ – February 3, 2009 – Paris Business Products, a leading business products converter and printer, recently launched new product names, logos and packaging on its Printworks® Professional and DocuGard® product lines, in addition to refreshing its corporate logo. Paris' new sustainability logo, Elementree®, can be found on these lines as well, signifying a commitment to producing and offering sustainable products.



Printworks Professional is the new brand name for Paris' line of punched and perfed cut sheets, continuous papers, and jumbo laser rolls. Printworks Professional replaces the Laser 3 brand name that was created in 1991. Paris believes the new name better represents and communicates the range of professional business products that customers rely on.



The DocuGard line offers customers a choice of high-quality security papers and checks. In addition to its full line of security products, DocuGard's premier protection prescription paper currently provides 10 security features, meeting and exceeding all requirements set by the Centers for Medicaid and Medicare Services (CMS).



Elementree® is Paris' new program focused on helping to protect the environment. For Paris Business Products – CoC (Chain of Custody) certified by the FSC (Forest Stewardship Council) and the SFI (Sustainable Forestry Initiative) – environmental issues are a top priority. Elementree products include those made using renewable fiber, recycled fiber and/or lower-impact manufacturing processes.

“As a converter and distributor in the paper industry, we have been practicing many of the underlying principles of sustainability for decades. With advances in technology and efforts from individuals and organizations in North America, we are learning that sustainability works for the environment, for our customers, and for our business,” says Gerry Toscani, CEO of the 45-year-old company.

The Elementree logo can be found on the Printworks Professional and DocuGard product lines. Paris partners with paper mills that support sustainability, and uses GRI (Global Reporting Initiative) baselines as a guide for continuous improvements in energy conservation, zero waste management, and environmentally friendly packaging, among other initiatives.

ABOUT THE COMPANY



Paris Business Products is a paper and business products converter and printer, serving both commercial businesses and individual consumers. Established as a continuous forms producer with a single press in 1964, Paris now celebrates 45 years as an industry leader for paper, stationery and office products.

For commercial businesses, Paris manufactures Printworks Professional cut and continuous papers, jumbo laser rolls and custom forms, and DocuGard security papers and checks. Paris' consumer products are offered in more than 50,000 retail stores, and Paris is recognized as an aftermarket leader in reams, photo paper and specialty papers marketed under the Printworks® name. Paris also distributes papers for the leading OEMs, including HP and Kodak. In addition, Paris offers complementary items for document storage, organization and protection under the Reveal™ and DocIt™ brand names.

For more information about Paris, and to learn how you can contribute to a more sustainable world, visit www.pariscorp.com or send an e-mail to saleservice@pariscorp.com to receive a new product catalog and company brochure.

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