

## Boise Paper announces office papers product change

*Boise Paper announces a shade and brightness change to Boise POLARIS® Premium paper in response to customer feedback*

**[JANUARY 2017] CHICAGO, IL** — Boise Paper, a division of Packaging Corporation of America (PCA), today announced changes to two of their Boise POLARIS Premium products:

- Boise POLARIS® Premium Laser will transition to 98 brightness and a creamier white shade
- Boise POLARIS® Premium Color Copy will transition to a creamier white shade

“We’re committed to making great paper and delivering what our customers need,” said Geo Plumberg, Product Manager for office papers, “and that starts with listening. In 2016, we took the opportunity to solicit feedback from our end use customers regarding their office paper preferences.”

The changes announced today are the result of insights from that research. “We found most customers preferred the attributes of our Boise POLARIS papers, but there were opportunities around brightness and shade in these two products.”

Boise Paper notified customers of the upcoming changes in November.

Boise Paper offers a full line of premium printing and copying papers for the office and home. To learn more about Boise Paper and the products they offer, visit [BoisePaper.com](http://BoisePaper.com).



**About Boise Paper:**

*Boise Paper is a division of Packaging Corporation of America, headquartered in Lake Forest, IL. Boise Paper manufactures a full line of quality papers including imaging papers for the office and home, printing and converting papers, and papers used in packaging, such as label and release papers. Through their Paper with Purpose™ promise, they commit to delivering excellent value while sustaining environmental, economic, and social resources for future generations. Keep current with news and events at [www.BoisePaper.com](http://www.BoisePaper.com).*

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