



Pre Print Project





Product Concept - Pre Print Linerboard

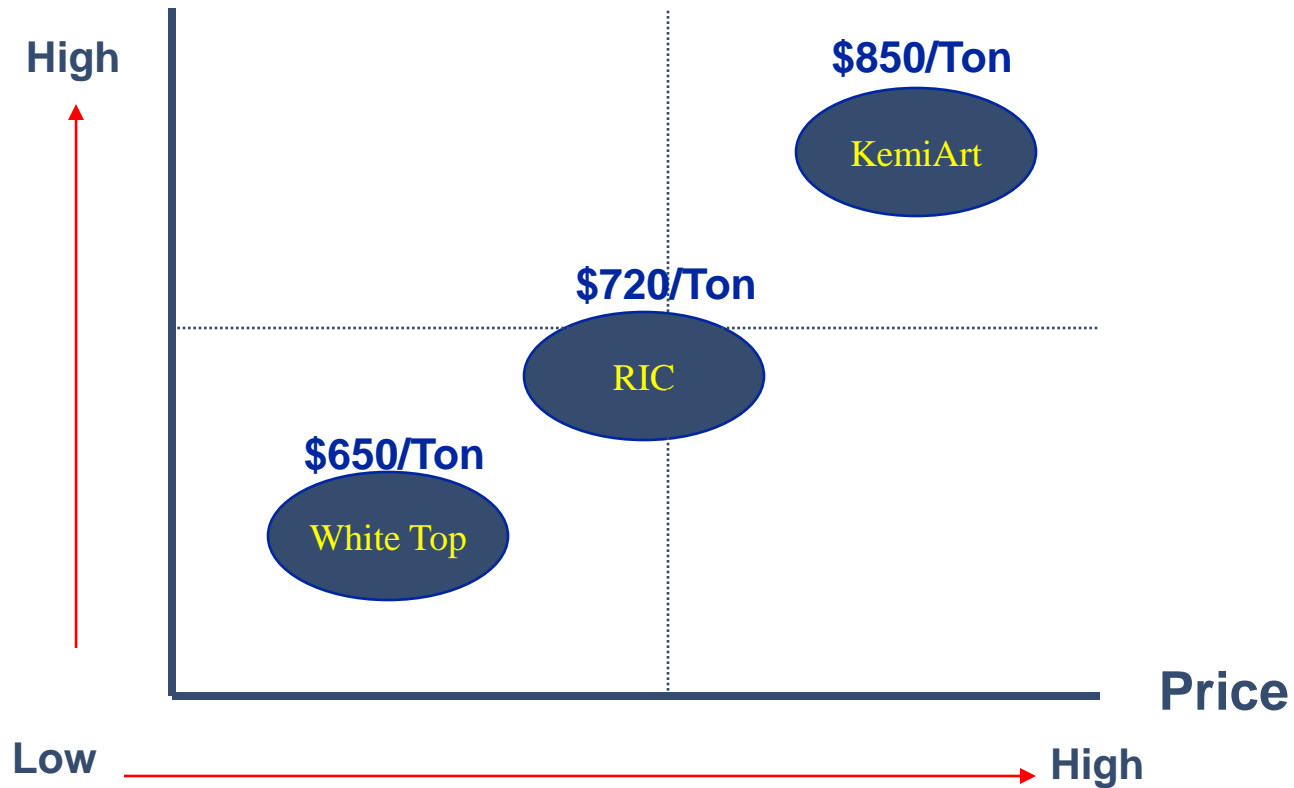
- **Designed to satisfy market segments with medium graphic requirements**
 - ◆ **Between White Top liner and KemiArt**
- **Economic alternative over KemiArt**
- **Superior graphics over white top**
- **Introduces a new choice for customers with medium graphic requirements**





Relative Competitive Position

Graphics



Based on #42 basis weight





Pre Print Linerboard Customer Segments

- **Customers whose graphic requirements do not demand KemiArt sheet quality**
- **Customers who want better graphics than white top but can not afford KemiArt pricing**
- **Customers who want improve graphics in their waxed boxes applications**





Post Print Linerboard Customers

- **Riverwood was a player in this market with about 20 customers**
- **Quality and trim issues**
- **Successful trials completed at two plants**
- **The main factor to overcome is Riverwood's reputation as an unreliable supplier**





Next Steps

- **Potential volume is estimated at 3,000 ton for 2001**
- **Confirm initial cost and margin estimates**
 - ◆ **Additional cost versus KrafKote is less than \$20/ton**
 - ◆ **Increase mill net over KrafKote is \$100/ton**
- **Develop a communication strategy to overcome Riverwood reputation**
- **Identify potential customers**

