

Outline from Oral Presentation: Neenah Paper

I. Company Overview

- a. Year started: 1873 the Corporation started in Neenah, Wisconsin
- b. Headquarters: Parent company based in the United States; at 3460 Preston Ridge Rd., Ste 600 Alpharetta, Georgia.
 - Neenah Paper Michigan, Inc. (subsidiary) – Munising, MI
 - Neenah Gessner GmbH & Co. (subsidiary) – Bruckmuhl, Germany
 - Neenah Lashnstein GmbH (subsidiary) – Lahnstein, Germany
- c. Company Size: 1600+ employee's in US and Europe and Canda
- d. Points in History
 - i. 1873 – Company founded in Neenah, WI.
 - ii. 1908 - First mill brand watermark, OLD COUNCIL TREE Bond is introduced
 - iii. 1962 – CLASSIC Laid Brand paper is introduced
 - iv. 2006 – buys 350mil pounds of Green Steam (becomes green power house)
 - v. 2006 – buys FiberMarks for 218mil
 - vi. 2007 – Buys Fox Valley Corp for \$52mil

II. Key Financials

- a. Annual Sales: 2010 657,700,000
- c. bought Fox Valley Corporations
- d. 657,700,000 revenue for 2010 (14.60% sales rev growth)
- e. Stock worth 41.26 on June 29 2007, Stock worth 3.63 March 31, 2009.

III. Products

- a. Neenah Paper has a section for Fine Paper and another for technical products.

IV. Recent News, important Acquisitions, Mergers

V. Key Competitors

- a. ArjoWiggins
- b. Mowhawk Fine Paper
- c. Cascades Inc.

VI. SWOT Analysis

- a. Strengths
 - i. Buys other companies to increase and improve company
 - ii. Wide variety of products to suit buyers needs
- b. Weaknesses
 - i.
- c. Opportunities
 - i. Can reach new audience through promotions
 2. Continues to push limit to bring new products.
- d. Threats

VII. RESOURCES

<http://phx.corporate-ir.net/phoenix.zhtml?c=186545&p=irol-news>

- 1) Deal with FiberMark's 2006
<http://phx.corporate-ir.net/phoenix.zhtml?c=186545&p=irol-newsArticle&ID=1017870&highlight=>
- 2) Deal with Fox Valley 2007
http://w3.lexisnexis.com/dossier/browse/frameset.do?prod=CD&ppapi=false&cdcomp=dc61eecfd1f97c4cd64cb4098a9e4f15%3A6_T416384022&format=GNBFULL&risb=20_T416384026&reportKey=financial_report&docNo=1&host=Rosetta_US_Academic
- 3) Technical Products
<http://www.neenah.com/technical/>
- 4) Buys Green Energy
<http://www.prnewswire.com/news-releases/neenah-paper-makes-major-green-power-purchase-one-of-the-largest-in-the-paper-industry-57074632.html>
- 5) John O'Donnel
<http://phx.corporate-ir.net/phoenix.zhtml?c=186545&p=irol-newsArticle&ID=1565345&highlight=>
- 6) Ripon
<http://phx.corporate-ir.net/phoenix.zhtml?c=186545&p=irol-newsArticle&ID=1488152&highlight=>
- 7) Obama
<http://phx.corporate-ir.net/phoenix.zhtml?c=186545&p=irol-newsArticle&ID=1238328&highlight=>