

WAUSAU PAPER

Yan Bin Zheng Nov 15, 2011

HEADQUARTER & FACILITIES

100 PAPER PLACE MOSINEE, WISCONSIN 5445

MILLS

- ▶ BRAINERD MILL at Brainerd, MN
- ▶ MOSINEE MILL at Mosinee, WI
- ▶ RHINELANDER MILL at Rhineland, WI
- ▶ BROKAW MILL at Brokaw, WI

DISTRIBUTION FACILITY

- ▶ Bedford Park, IL
- ▶ Allentown, PA
- ▶ Dallas, TX
- ▶ Los Angeles, CA

HISTORY

1899

- Wausau Paper Mills founded

1910

- Wausau Sulphate Fibre Company established in Mosinee, Wisconsin

1920

- Mosinee Mill became the world's 1st to produce 1,000 feet of paper per minute

1958-1961

- A \$4.25 million expansion program created 174 new jobs and double production

1976

- Astrobrights® introduced

1980

- Purchased Rhinelander Paper Company

1993

- Acquires the Groveton, New Hampshire mill

1997

- Wausau Paper Mills Company and Mosinee Paper Corporation merged & became Wausau Paper

BUSINESS & SALES

CUSTOMER PAPER & PRODUCTS

Lift-Off Lemon™	Rocket Red™
Solar Yellow™	Plasma Pink™
Galaxy Gold™	Pulsar Pink™
Cosmic Orange™	Fireball Fuchsia™
Re-Entry Red™	Planetary Purple™
Terrestrial Teal™	Lunar Blue™
Vulcan Green™	Gamma Green™
Terra Green™	

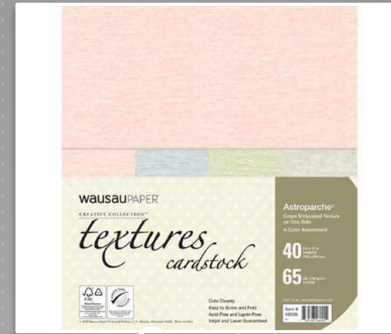
Astrobrights®

Color premium paper that is 20% thicker than regular paper; comes in bright-color paper, envelopes, note cards, easel pads, cardstock

	Celadon
	Blue
	Shell
	Aged
	old

Astroparche®

Antique parchment finish; comes in cardstock



Creative Collection™

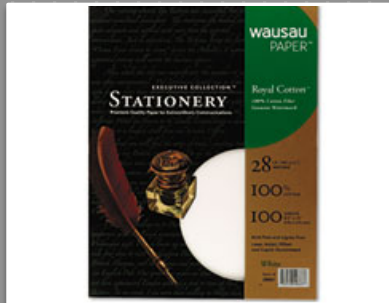
Everyday printing; comes in cardstock

	Yellow
	Green
	Blue
	Orchid
	Gray

Exact® Pastels

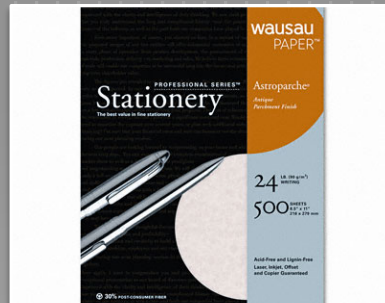
Embossed texture, deep colors, printed translucent vellums; comes in filler paper, envelopes, and note cubes.

CONSUMER PAPER & PRODUCTS



Executive Collection™

Cotton paper; fine business paper and envelope.



Professional Series™

For business, professional uses; comes in fine business paper and envelope



Stardust™

Sprinkles of multi-colored fleck; comes in form as copier, Inkjet & laser paper, cardstock, envelopes, and poster board.



Wausau® Bright White

cardstock



Exact Eco 100®

Environmentally responsible paper, 100% recycled post-consumer fiber; copier, Inkjet & laser Paper

BUSINESS & SALES

CUSTOMER PAPER & PRODUCTS

FOR WHO?

- ▶ Home & Office: use to create presentations and home-used paper.
- ▶ Education: use to create projects, using filler paper, poster board.
- ▶ For Fun: using Wausau paper for scrapbook and other crafting

WHERE TO BUY?

- ▶ Brought nationwide store or local stores like OfficeMax, Office Depot, Staples.
- ▶ Craft stores like Michael's, Hobby Lobby.
- ▶ Others like Quills, Viking office products, SP Richards, The Paper Mill Stores, United stationers, Corporate Express, & online at Herrschners.

BUSINESS & SALES

COMMERCIAL PRINTING & DIGITAL IMAGING

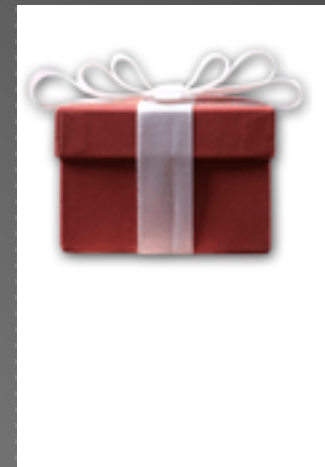
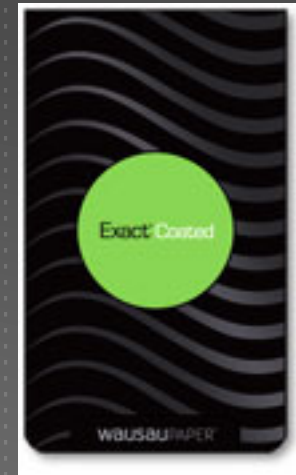
	Astro Brands (2 kinds)	Exact Brands (11 kinds)	Intrigue (4 kinds)	Royal Brands (8 kinds)	Wausau Bright White (1 kind)
Brights	✓	✓			
Coated		✓		✓	
Digital Imaging		✓			
Bristol, Index, Tag		✓			
Opaques		✓			
Pastels		✓			
Writing, Text, & Cover	✓			✓	✓
Metallics				✓	
Packaging			✓		
Green Seal Certified	✓	✓	✓	✓	
FSC Certified	✓	✓	✓	✓	

BUSINESS & SALES

COMMERCIAL PRINTING & DIGITAL IMAGING

FOR WHO?

- ▶ Commercial Printers
- ▶ Designers & Specifiers
- ▶ Paper Stores & Resellers
- ▶ Paper Distributors
- ▶ Converters



BUSINESS & SALES

ENGINEERED SOLUTIONS

- ▶ DuraTec®
- ▶ EcoSelect™ natural fiber bakery, cup stock, grease and grease resistant papers.
- ▶ ExperTec®
- ▶ InvenTec®
- ▶ ProCare® engineered for cold seal DPO or heat seal DPO
- ▶ ProCraft™ deep rich color, surface finish.
- ▶ ProGard® oil & grease resistance, water resistance, wet strength, flame resistance...
- ▶ ProPly® char-resistance ovenable paper, for safe microwave, radiant, convection oven.
- ▶ ProRedi® grease resistant papers
- ▶ ProTec®
- ▶ PeleasTec® coated paper

BUSINESS & SALES

ENGINEERED SOLUTIONS

FOR WHO?

- ▶ Industrial Manufacturing: masking tape base paper, carton sealing tape paper...
- ▶ Healthcare: includes protective barrier paper, laminating base paper...
- ▶ Food and Beverage: includes sandwich/hamburger wraps, deli bags, bottle labels, ice cream cone sleeves
- ▶ Consumer Packaging: includes microwave popcorn packaging, charcoal bag, retail cookie bag...
- ▶ Automotive: includes paint masking paper, glass interleaver...
- ▶ Home Construction: includes industrial saturating paper. Foil laminated insulation backing...
- ▶ Office and School Supply: includes school colored paper, color foam board base paper...
- ▶ Graphic Arts: translucent tracing paper, deep colored paper...
- ▶ Label Converters: High performance liner, glassine...
- ▶ Food Service: includes greaseproof pan liner, wax coating base paper, poly coating base paper...

FINANCE

	Revenue	Net Income	Net Profit	# of Employees
2010	\$1,055.7 million	\$36.9 million	3.5%	2,400
2009	\$1,032.1 million	\$20.6 million	2.0%	2,300
2008	\$1,191.8 million	-\$15.8 million	---	2,600

FINANCE

2010 SALES

PAPER	\$712.3 million
-Print & Color	33%
-Industrial Tape	20%
-Consumer	17%
-Coated & Liner	17%
-Food	13%
Total	100%

COMPETITORS

- ▶ SCA-Tissue North America
- ▶ Cascades Inc.: packaging and tissue products from recycled fibers. Largest collector of recycled papers Canada.
- ▶ Longview Fibre
- ▶ Stora Enso: forest products company is one of the largest producers of newsprint and sawn softwood timber in Europe.
- ▶ Domtar
- ▶ Kimberly-Clark
- ▶ Mohawk Fine Papers
- ▶ Weyerhaeuser
- ▶ Georgia-Pacific: household producer and others including cardboard packaging, plywood, lumber...
- ▶ Neenah Paper
- ▶ International Paper: world's largest manufacturers of printing paper. Products include uncoated paper for printers, market pulp and coated paper and uncoated bristols.
- ▶ Packaging Dynamics

SOURCES

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