

# The Paper

Tuesday

A daily publication for employees of NewPage, Escanaba Operations

September 14, 2010

## Safety

Injuries yesterday .....2  
Days since first-aid .....0  
PTD first-aids .....8  
YTD first-aids .....260  
Days since OSHA .....3  
PTD OSHAs .....1  
YTD OSHAs .....26  
PTD TCIR .....2.36  
YTD TCIR .....3.18

*Work without safety is a dead-end job*

## Operations

### Yesterday

No. 1 pm .....4.00 mlf  
No. 3 pm .....5.33 mlf  
No. 4 pm .....5.94 mlf  
No. 1 ctr .....4.25 mlf  
No. 3 ctr .....3.72 mlf  
No. 4 ctr .....5.95 mlf  
No. 1 2nds .....1.33%  
No. 3 2nds .....3.07%  
No. 4 2nds .....0.14%  
Pulp dryer .....0 tons  
Kraft pulp .....531 tons  
RMP .....279 tons  
Chips .....0 tons  
Tons wrapped .....2,268  
RB load .....0.61 mpd  
**PTD actual/standard**  
Paper ...2,272/2,216 tpd  
Kraft ...1,085/1,131 tpd  
RMP .....314/324 tpd

## In today's Paper

### Page 2

Three in Maintenance take new jobs Friday

### Page 3

NewPage pledging \$75,000 to UW

## NewPage hits Labelexpo with 2 new products made at Esky

NewPage Corporation hit Labelexpo in Chicago this week with two brand new products, both made right here in Escanaba in No. 3 paper machine system (E-3). OptiLabel™ HB and UniSil™ represent both sides of the label-making coin: the label paper itself (the facestock) and the backing (the release liner). They may be the first non-publication products made in this mill since it got out of the gift wrap paper business in the mid-1960s.



Label application

“This product line expansion ... uniquely positions NewPage with the most comprehensive offering of pressure-sensitive papers in North America,” Ed Buehler, Specialty Papers general manager, said in announcing Escanaba’s entry into the specialty paper business July 28. It fills the gap left by closure of the group’s Kimberly, Wisconsin, mill in 2008.

“We know these grades; we’ve made them before,” said Specialty Papers marketing and strategy manager Cory Boettcher, “and we know the customers. We think this gives us the opportunity to displace some imported sheets.”

### OptiLabel, UniSil now made in E-3

OptiLabel HB (high brightness) was introduced to the public August 11 as a high-performance, general-purpose, semi-gloss label paper for flexographic printers and the only 54-pound

premium product made in NewPage.

UniSil is a 2.5 mil low-opacity release liner base paper for paper and plastic facestocks. Buehler said it’s called a universal release liner because it “allows customers to use one release liner for many applications, eliminating the need to have several different release liners in inventory, which, in turn, helps minimize costs.”

Both products are considered C1S (coated one side) grades of paper. In E-3, which is built  
(Continued on page 3)

## Glossary of terms

**Adhesive:** Any material that will usefully hold two or more objects together (such as a label paper to a release liner) solely by intimate surface contact.

**Anchorage:** A term for how well an adhesive sticks to the face stock of a label.

**Base:** Paper to be further treated in various ways so it can be used for specific purposes.

**Bond:** The adhesion of a pressure-sensitive adhesive label to the surface to which it has been applied.

**Bond strength:** The amount of force required to separate the joined surfaces.

**Coater:** A device that coats adhesive onto a substrate. It generally consists of a coating head, a drying oven and unwind/rewind stations for the substrates. It may also include stations for other functions such as corona treatment, surface priming or silicone coating.

**Converting:** The process of making finished labels from the master pressure-sensitive laminate rolls off the coater. This may include various combinations of edge trimming, slitting, sheeting, die cutting, matrix stripping, scoring and printing.

(Continued on page 4)

# Annual maintenance off to good start

Annual maintenance to NewPage-Escanaba's kraft pulp mill and No. 10 kraft mill liquor recovery boiler is said to be off to a good start. That's as is this week's planned maintenance to Utilities' No. 8 turbine electrical generator, the woodyard and No. 1 mill's No. 2 kraft pulp dryer. The work began yesterday.

**Safety:** An accidental chlorine dioxide release at the wastewater treatment plant Monday afternoon prompted the precautionary evacuation of the woodwaste and coal storage area, however. The release was related to the kraft mill shutdown and clarifier maintenance. No one was exposed to the gas.

In three unrelated incidents, one Utilities area employee got some debris in an eye and another stepped on a hose and rolled an ankle. A kraft mill worker strained an ankle, when a handrail broke away from the individual. All the injuries were first-aids.

**Paper mills:** Pulp makedown is supplying the paper machines with pulp, during the kraft mill outage. Right now a third of the total hardwood pulp going to the machines is wet lap pulp made at the company's Wisconsin Rapids, Wis., mill. (See photo.)

Neither No. 3 nor No. 4 paper machine had any lost and down time yesterday, No. 3 for the third day in a row and No. 4 for the second. No. 1 machine lost a total of about four hours' run time to a bearing change and one web break. No. 3 is scheduled down five hours and its No. 37 winder 16 hours tomorrow for maintenance.

No. 3 paper machine is making Tablet today, to help relieve

the backlog behind the coater. No. 3 coater had six breaks Monday, No. 1 three and No. 4 four. Information from Kim Kirchenwitz

## Three in Maintenance take new jobs Friday

Three in Maintenance here at NewPage-Escanaba moved into new jobs Friday, according to an announcement made by source and support manager Gary VanDrese.

Bruce Jacobsen has been named reliability coordinator, to fill the vacancy created when Jerome Larson left the mill in August. His responsibilities now include supervising the oilers and overseeing both the self-directed Crane Crew and facilities integrity and regulatory compliance issues.

Jacobsen has been succeeded as roll and equipment repair supervisor by Keith Marenger, and Marenger as mechanical maintenance supervisor/planner by Area 4 maintenance planner Steve Towns. Besides



### Machines using wet lap hardwood

Wet lap pulp made in Wisconsin Rapids is helping supply Esky, during the kraft mill maintenance outage, at a rate of about 100 tpd. Crews worked Wed. to determine how best to unload, store and handle the 2,500-lb. bales of folded wet sheets of hardwood pulp, prior to testing on the paper machines. Pulp makedown operators Wade Walker, Tom Owens, Louie Berube and Jake Wilson are pictured left to right above. The pulp is 45% fiber and 55% moisture. (Photo by Christine Nardi)

supervising the Construction Crew, Towns now also supervises the Central Shops.

In their new roles, Jacobsen reports to Area 6 maintenance superintendent John Cretens, who supervises the reliability group, and Marenger and Towns to Area 5 maintenance superintendent Dan Peterson.

"In addition," VanDrese said, "we are posting for an Area 5 planner position. Where we had four supervisors covering all this work before, we will now have three supervisors and one planner. The planner's job will be to plan and schedule all work for Steve's crews and better integrate Central Shops' work with the needs of the areas.

"Please join me in welcoming them to their new positions," he added.

### United Way of Delta County

## **NewPage pledging \$75,000 to UW-Delta Co.**

NewPage-Escanaba will pledge \$75,000 to the United Way of Delta County tonight, to help launch the UW's annual three-month fundraising campaign. The total represents the goal for this year's employee fund drive, starting here Wednesday, October 20.

The pledge will be delivered during the 16th annual United Way Soup'r Chili Challenge set for 5-7 p.m. in the Ruth Butler Building on the Upper Peninsula State Fairgrounds in Escanaba. The public is invited to taste the dishes prepared by the 24 teams entered in the event and to vote for their favorites. Prizes will be awarded. Admission to the Soup'r Chili Challenge is \$10 per adult.

*Information from Kel Smyth*

## **NewPage hits Labelexpo with 2 new products made at Esky**

*(Continued from page 1)*

for publication-papermaking, however, "we improvised," said process control and technical service manager Steve Bennett. The sheet is coated on two sides, with one side getting a lighter coating than the other. It makes drying the sheet more difficult, but keeps the paper from curling, improves its print fidelity and helps with adhesion.

Converters coat facestock with adhesive and release liner with silicone, so the facestock can easily be pulled away from the liner. They sandwich the two together to create the pressure-sen-

sitive, peel-and-stick labels for automated, high-speed application to products in the food, medical and consumer markets.

With those products including bottles that sit in both dry and cold environments, for example, and with so many of the labels die-cut (for matrix stripping) and the silicone-coated release liner printed along with the facestock, Bennett said, "there's a lot more technical demand on the paper. It's a whole new world, a whole new set of characteristics and end-users." The demands go from improved sheet formation on the paper machine itself to better roll-building on the winders.

### **Production could top 100,000 tpy**

Getting OptiLabel HB to market took well over a year, nine trials and addition of a second coater color tree, he said. No. 3 machine made its first test run February 19, 2009. The facestock went into commercial production September 2 this year. UniSil started trials December 28, 2009.

"E-3 hit a home run with this one," mill manager Mike Entz told salaried employees in August. "The team did a really good job and I'm very pleased with that."

But the job isn't done yet, Bennett said. Core adapters will be installed on the winders yet this month, to accommodate the six-inch cores preferred by converters over the three-inch ones used by the mill's publication paper customers. Also, new rider rolls will be installed on the winders in October, to eliminate wrinkling at the cores.

With those changes in place, "a positive market reception and consistently achieving the quality and delivery standards of customers," Boettcher said, "we could potentially grow these two product areas to well over a combined 100,000 tons a year in three years—a significant portion of E-3's total paper production."

Already, specialty paper accounts for 8-10% of the company's sales, he said, and the market is growing. E-3's advantage is that it's "bigger and faster than any North American release liner competitors, and it's better located for shipping and logistics."

That's the message Bennett and the others took to the trade show this week.

"It's been an exciting ride," he said, "and a lot of credit goes to the E-3 operations folks."

Development of OptiLabel HB and UniSil involved many others from Escanaba, as well, in addition to employees at the company's specialty paper mills in Luke, Maryland, Rumford,

Maine, and Stevens Point, Wisconsin, where the Specialty Papers group is headquartered.

Labelexpo Americas 2010 runs today through Thursday at the Donald E. Stephens Convention Center in Chicago. The event is described as a trade show “for the label, web printing, product decoration and converting industry in the Americas.”

## Glossary of terms

(Continued from page 1)

**Delamination:** The separation of a material into layers, in a direction approximately parallel to the surface; for instance, a backing separating from an adhesive during unwind.

**Die cut:** The line of severance between a pressure-sensitive label and its matrix or adjoining label made by the cutting edge of a die.

**Die-cut labels:** Pressure-sensitive labels mounted on a release liner from which the matrix (excess label material) has been removed.

**Facestock:** Any paper, film or other material onto which adhesive is coated or transferred, becoming the label “face.”

**Flexographic:** A rotary letterpress printing process employing rubber plates and rolls.

**Label:** The functional portion of a pressure-sensitive construction comprising the face sheet and adhesive, die-cut into various shapes.

**Laminate:** To bring two or more layers together to create a multi-layer construction such as release liner-adhesive-paper.

**Lamination:** A combination of two or more similar or dissimilar materials that function as one multi-layer structure.

**Matrix stripping:** Removing the excess label material from the liner surrounding die-cut label shapes.

**Mils:** The term means thousandths of an inch. It’s used in describing release liner and adhesive coat weight thicknesses.

**Pressure-sensitive:** A term commonly used to designate a distinct category of labels with a back-side adhesive that can be aggressive and permanent or removable at room temperature and allow the label to adhere to a variety of surfaces without the need of more than the pressure of one’s hand. The adhesive is protected by a release liner. Pressure-sensitive labels do not require activation by water, solvent or heat and have sufficient cohesive strength and elastic nature so that, despite their tack, they can be handled with the fingers.

**Prime label:** See facestock.

**PSA:** Pressure-Sensitive Adhesive.

**Release:** The force required to remove the release liner from the facestock at a specified speed and angle.

**Release coating:** A coating such as silicone applied to the surface of the release liner to provide easy unwinding of labels from the release liner.

**Release liner:** Backing or liner lining. A sheet of material that receives the release coating and covers the adhesive side of the label. Prior to label application, it protects the adhesive and provides support for the facestock during the die-cutting operation and allows the label to be transported to a label applicator. Common liners include polyethylene film, coated paper and kraft stock. The liner is removed and discarded before application.

**SCK:** Supercalendered kraft, a common paper type for release liners.

**Silicone:** A unique polymer system that can be a very effective release coating or pressure-sensitive adhesive capable of functioning effectively at extreme temperatures.

**Smoothness:** The relative flatness of the release liner.

**Specialty paper:** Grades of paper made with specific characteristics and properties to adapt them to particular uses.

**Tensile strength:** The force required to break a label by pulling on opposite ends of the piece.  
*Contributed by NewPage Specialty Papers*



P.O. Box 757  
Escanaba, MI 49829-0757  
906-786-1660

**Doris Holmstrom**  
Communications manager  
906-233-2670  
Mailbox 50  
Fax 906-789-3252  
Email  
dkh@NewPageCorp.com

**ThePaper**  
is published by  
Communications and  
printed on recyclable paper.  
It is also available on the  
intranet. **ThePaper** is for  
internal use only; it is not  
for external distribution.



©2010 NewPage Corporation

Tuesday  
September 14, 2010

## Announcements

• **Hourly job opening:** temp. E-4 coater utility; bid by 11 a.m. Thursday in HR

*Information from Anne Fisher-Lantagne*

• **Safety Leadership Committee meeting** 2:30 p.m. today in the Safety conference room

*Information from Pam Farrell*

• **Safety meetings Wed.:** boiler house 1 p.m. in the boiler house trng. rm., Roll Finishing D Crew 1:30 p.m. in the dept. conf. rm., and E-4 D Crew 1:30 p.m. in the main trng. rm.

*Info. from John Keepers, Phil Clarke and Sally Manning*

• **Tomorrow’s meeting of The Sportsman’s Club** canceled; next meeting Oct. 20

*Information from Mike Gobert*

• **José Taco selling lunches** 11 a.m.-12:30 p.m. tomorrow in the employee lounge: nachos, burritos, sanchos, tacos, \$2-\$6

• **B-days Wed.:** Brenda Hurd & Dale Plouff