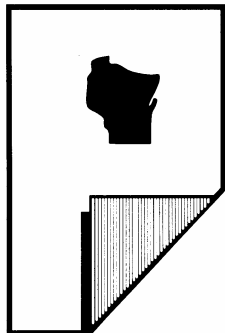


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Wisconsin Paper Council Unveils New Logo

Neenah – At its Annual Meeting at the Radisson Paper Valley Hotel in Appleton, the Wisconsin Paper Council unveiled its new logo.

“The Wisconsin Paper Council has taken a new more dynamic and proactive approach in our public advocacy efforts and we wanted a modern logo to accurately reflect our new direction,” said Patrick Schillinger, President. “Our current logo has served us well for over a quarter of a century, but it was time for a change,” he said.

In recent years, the Wisconsin Paper Council has stepped up its efforts as the main voice for the pulp and paper industry in Wisconsin and has had to adapt its direction to reflect the changes occurring in the paper industry.

“As the paper industry became a player in the world marketplace, we have had to work hard to try and change the business and regulatory climate in Wisconsin that has made us uncompetitive,” Schillinger said. “Part of our internal change is the change in our logo which we believe presents a more modern face to our organization,” he said.

A copy of the new logo (pictured right) can be obtained by contacting Scott Rice, Communications Manager, at (920) 722-1500 or rice@wipapercouncil.org.



The Wisconsin Paper Council is the trade association that represents the pulp, paper and allied industry in the state.

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