



## APPVION LAUNCHES INDUSTRY-LEADING PHENOL-FREE DIRECT THERMAL CHEMISTRY

*Appvion's Revolutionary Phenol-Free Chemistry Will Change the Future of Direct Thermal Products*

**Appleton, Wisconsin, October 14, 2021** – Appvion Operations, Inc., continuing its focus as a responsible coatings solution provider, introduces a patent-pending, phenol-free technology that is foundational for its future direct thermal portfolio. As a leading innovator, Appvion builds upon its long history of material science and delivers a chemistry design utilizing phenol-free materials that are safer for human health and the environment.

"As an industry leader, we stopped producing direct thermal products with Bisphenol-A (BPA) in 2006. Today, we understand phenol studies have shown rising human, reproductive, and environmental concerns. As a result, our R&D team pushed the limits to create a phenol-free chemistry," shared Graeme Hodson, Executive Vice President and President, Advanced Materials & Solutions. "Their efforts validate our dedication to responsible coating solutions and reinforce our strategic commitment to the direct thermal market."

The patent-pending chemistry allows Appvion to lead the industry in developing a complete line of phenol-free direct thermal solutions to complement current product offerings. Appvion understands the evolving market and focuses on the possibilities of increasing the breadth and value of its solutions. The new phenol-free technology design produces a heat-stable product that meets or exceeds all critical product characteristics.

"We recognize how important it is to do our part and find a solution to eliminate phenols. Launching a phenol-free portfolio of products is ideal for human health, the environment, and our long-term business strategy," said Meyer Weiss, Vice President, Advanced Materials & Solutions. "We tasked our team with developing a business compatible solution that did not sacrifice the product quality or performance that we are known for, and they delivered."

Résiste Rx with Phenol-Free Technology is Appvion's first commercialized product within this new portfolio. Résiste Rx serves the pharmaceutical market as a variable information printed (VIP) direct thermal label for pharmacy and mail-order prescriptions. To learn more, please contact your Appvion sales representative or visit us at [www.appvion.com](http://www.appvion.com).

### **About Appvion Operations, Inc.**

Appvion was founded in 1907 and is a pioneer in material science, providing full-service specialty and high-performance coating solutions. Headquartered in Appleton, Wisconsin, Appvion develops innovative, water-based, and environmentally responsible coating solutions for consumers' everyday life. Primary product offerings include direct thermal paper and film solutions and renewable, fiber-based consumer and industrial packaging solutions. Appvion applies functional coating solutions to a wide variety of flexible substrates, including products from an FDA-compliant facility. As a leading manufacturer in North America, you can count on Appvion to tackle your customers' biggest challenges. Connect with us on Twitter and LinkedIn to learn more.