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Dura-Fibre Expands Heavy Weight Folding Carton Options

Company forecasts market needs and announces two changes to current substrate line.

Menasha, Wis. (April 23, 2013) – Dura-Fibre has announced changes to two of their popular heavy weight laminated substrates. The company will reintroduce the premium Forte brand, and shift the Eclipse brand to a lower price point to align with market needs.

Forte is Dura-Fibre's premium heavy weight folding carton substrate, and features a superior print surface paired with a natural kraft liner for superior strength and durability. Its smooth, blue-white surface has excellent ink holdout, sheet cleanliness and high contrast color consistency for vivid, eye-catching graphics. Forte is stocked in a 36 point caliper.

Debbie Koschmann, director of sales, said the Forte brand is well-known in the marketplace and customers continued to specify this product even while it was absent from their offerings.

“Dura-Fibre strives to understand and meet market needs at all price points and project specifications,” said Koschmann. “We have chosen to reintroduce Forte and realign our product offerings to meet our customers’ requests.”

In tangent with the move to Forte, Dura-Fibre will be introducing a new top sheet to their Eclipse product, which will be offered at a lower price point than Forte. Eclipse will closely resemble Forte, but offer a slightly brighter top sheet and a 3-6% cost savings. Eclipse is stocked in 28 and 36 point calipers.

Both Forte and Eclipse are ideal for use in high-impact retail applications, including folding cartons, POP displays, signage, and other packaging applications. They can be used as a mini-flute alternative in consumer products and food packaging. Custom calipers available upon request.

Customers with questions about which Dura-Fibre product will best fit their next packaging project, please contact Lisa Ward at 920-969-3604 or lward@durafibre.com.

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About Dura-Fibre

Dura-Fibre, headquartered in Menasha, Wis., creates industrial packaging solutions and heavyweight folding carton materials for use in a wide variety of functional performance and packaging applications. The company has been providing quality products and services for over 75 years.

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