

News Release
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Feldmuehle Uetersen to market its art paper under the name Exceo

Made in Germany: *Exceo* – art paper for true image reproduction from Feldmuehle Uetersen

The art paper MediaPrint produced by the specialty and art paper mill Feldmuehle Uetersen will, in the future, be sold under the new brand name *Exceo*. *Exceo* is a white, bright, two-side-coated woodfree art paper, available in a glossy or silk finish and in a wide range of grammages ranging from 150 to 400 gsm. *Exceo* is suitable for all kinds of graphical products that require accurate reproduction of the original image in sheet-fed offset presses. On request, *Exceo* is also available with FSC® certification. Free samples can be ordered by e-mail to exceo@feldmuehle-uetersen.com.

“The new art paper *Exceo* strengthens the position of Uetersen Mill. In addition to speciality papers, the mill also continues to produce high-quality art paper, which has already strongly influenced the development of the site. Designed specifically for the needs of publishers and printers, the new art paper is characterised by whiteness and brightness, optimal smoothness and superior convertibility. *Exceo* also offers first-class printability with accurate colour reproduction, excellent runnability and post-press finishing, such as folding and adhesive binding, as well as other finishing options,” says Eckhard Kallies, Director Sales & Marketing, Feldmuehle Uetersen.

“Uetersen Mill has a track record of comprehensive expertise and extensive experience in the production of art papers. The location of the mill in the metropolitan area of Hamburg is ideal for ensuring flexible deliveries even on short notice. The size and modernity of the paper machine forms another excellent platform to adapt quickly to market conditions and customers’ needs. Our flexibility and service offering are supported by our sheeting capacity,” explains Vencel Toth, Area Sales Manager, Feldmuehle Uetersen. “I am convinced that our service portfolio will be appreciated in the art paper market, and we are expecting above-average success with *Exceo*,” Toth adds. Our customers already rely on our innovative high-quality range of art and specialty papers. The keys to this success are consistent quality and supply reliability.

Feldmuehle Uetersen will maintain its presence in the area of specialty papers and expand or strengthen selected segments in a focused manner. The current product portfolio includes familiar brands, such as the label papers *LabelSet* and *UniSet* and the packaging grades *LennoKraft*, *MediaCard* and *MediaLiner*. Additional product information can be found on the website www.feldmuehle-uetersen.com.