

# News Release

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## International Paper Launches New Post-Consumer Fiber Hot Cup

MEMPHIS, Tenn. – *Sept. 29, 2009* -- International Paper launched the newest line in the family of environmentally focused foodservice products this weekend at Coffee Fest in Seattle, Wash. With an average of 10 percent post-consumer recycled fiber (PCF), this new line offers yet another choice for our customers to meet their sustainability goals.

“The launch of our new post-consumer fiber product line is another milestone in our ongoing quest to provide our customers with environmentally friendly solutions,” said Austin Lance, IP’s vice president, Foodservice Business.

The PCF product line currently includes two products: a paper hot cup and kraft sleeve - Cup Buddy®.

- The **new single-use, PCF paper hot cup** is made with at least 10 percent post-consumer recycled fiber. Additional fiber used in the hot cup comes from responsibly managed forests and meets the Sustainable Forestry Initiative® (SFI®) standards. The cups come in three sizes – 12 ounce, 16 ounce and 20 ounce – with a common lid for all three cup sizes. The cups are available in a stock design, Renew World™, or can be customized to meet customer needs.
- The **Cup Buddy® kraft sleeve** is made from 100 percent recycled fiber, with an average minimum of 60 percent post-consumer fiber.

The PCF hot cups are made at the IP Foodservice facility in Visalia, Calif., and Cup Buddy sleeves are produced at the IP Foodservice facility in Kenton, Ohio. Both products can be recycled, depending on local facilities. For more information on International Paper’s PCF foodservice products, please visit [ipfoodservice.com](http://ipfoodservice.com).

### **About International Paper**

International Paper (NYSE: IP) is a global paper and packaging company with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include uncoated papers and industrial and consumer packaging, complemented by xpedx, the company’s North American distribution company. Headquartered in Memphis, Tenn., the company employs more than 58,000 people in more than 20 countries and serves customers worldwide. 2008 net sales were approximately \$25 billion. For more information about International Paper, its products and stewardship efforts, visit [internationalpaper.com](http://internationalpaper.com).