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Neenah Paper Introduces Eco-Calculator App for Apple iPhone and iPod Touch

ALPHARETTA, Ga. (Nov. 6, 2009) — [Neenah Paper](#) (NYSE: NP) today introduced its second application for the Apple iPhone and iPod Touch, the Neenah Eco-Calculator. Available online now in the iPhone App Store, this already popular Web and BlackBerry calculator allows users to instantly calculate the environmental savings achieved by using paper made with post-consumer fiber as well as the savings from using paper made with 100 percent renewable energy. The Eco-Calculator can be downloaded by typing the key word “Neenah” in the App Store “Search” function on the iPhone and iPod Touch. Select “Eco-Calculator” and download it for free.

“In today’s world, everyone wants to have immediate access to information in order to make informed and smart decisions,” says Meredith Grant, environmental marketing manager at Neenah Paper. “By having our Eco-Calculator available on the iPhone, customers can very quickly get answers to help meet their specific sustainability goals. In just a few seconds, they can make critical choices that help conserve our world and its natural resources.”

Here’s how the calculator works: iPhone and iPod Touch users simply enter the amount of paper they think they need for a project and the Neenah Eco-Calculator tabulates their environmental savings. Different papers achieve different saving results, allowing users to make decisions based upon sustainability goals and price considerations. Results appear instantly on the screen, displaying savings as measured in wood, water, energy, carbon emissions and solid waste. Neenah Paper offers several recycled and sustainable premium paper such as its CLASSIC® and ENVIRONMENT® Brands.

The iPhone application includes several new features that make it even more convenient and useful for users – a glossary and the ability to save and email their calculations.

The alphabetized glossary allows users to access a broad list of eco-friendly terminology to better understand how their paper choices affect the environment. The glossary can be accessed in one of two ways: through a link from the bottom of the navigation screen or via links on the results screen.

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“Users can click the ‘carrot’ next to BTUs energy, for example, and learn not only the definition, but how purchasing paper made with post-consumer waste reduces energy consumption,” explains Grant.

Another new feature is the ability users have to save their environmental savings calculations to their “My Projects” list and email it to a customer or friend. Adds Grant, “This is also a key feature of the Neenah Think Ink iPhone app. We believe users will really like it because it not only saves time, but saves work.”

The Eco-Calculator is yet the latest technology offering from Neenah Paper. Over the last several months, Neenah has been at the forefront of developing innovative mobile applications that provide instant access to information its customers desire. Prior to the Eco-Calculator, Neenah introduced the [Think Ink: Color Unleashed](#) iPhone application, the industry’s first app that allows designers to create color palettes using the Dewey Color System®. Neenah also took an industry leadership position by introducing several applications available for BlackBerry® smartphones including the paper math application, which provides mobile access to Neenah’s online paper calculator, the stocking guide for mobile access to specifying paper and the Eco-Calculator. To download any of the free BlackBerry applications, visit www.neenahpaper.com/mobile. Neenah’s Think Ink: Color Unleashed for the iPhone and iPod Touch can be downloaded at <http://neenahpaper.com/thinkink/>.

About [Neenah Paper](#)

For over 100 years, Neenah Paper has been an innovative leader in the creation and manufacturing of premium and specialty papers. Neenah brings state-of-the-art technology to its signature brands, CLASSIC®, ENVIRONMENT®, STARWHITE®, NEENAH® and SUNDANCE®, as well as a host of other fine paper products preferred by graphic designers and printers. Neenah recently signed an exclusive partnership agreement with Crane & Company to manufacture, market and distribute Crane’s fine business paper brands: CRANE’S CREST®, CRANE’S BOND®, CRANE’S LETTRA®, CRANE’S PALETTE™ and CRANE’S® Choice Papers. Neenah’s award-winning and versatile digital papers round out its comprehensive portfolio. Neenah’s sustainability commitment is reflected through the Neenah Green initiative, which includes mill-based solutions for minimizing environmental impact. A proud consumer of Green Energy, Neenah Paper is also a U.S. EPA Green Power Partner, and manufactures many brands carrying the Green-e, Green Seal and Forest Stewardship Council (FSC) certifications (SW-COC-000885). For more information, visit www.neenahpaper.com or call (800) 558-5061.

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