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## **SMURFIT-STONE HELPS CONVERTERS AND INK COMPANIES IMPROVE COLOR CONSISTENCY**

**CREVE COEUR, Mo., and CHICAGO,  
January 20, 2010** – Smurfit-Stone  
Container Corporation's Board Sales group  
is launching a new program to help  
convertors and ink companies improve  
color consistency.



The company will provide complimentary rolls of all Smurfit-Stone roll stock to converters and ink companies to use when proofing color matches.

“These rolls will allow ink companies and converters to see exactly how a color looks on kraft or white linerboard before going to press,” said Scott Gilbert, graphic products manager for Smurfit-Stone’s Board Sales group. “Packaging customers are interested in print fidelity, snap and pop as well as consistent and uniform color reproduction. This program will help converters and ink companies produce these graphic qualities.”

Roll options include the base kraft and white top stock used in the current GPI Flexo Color Guide (formerly the GCMI Color Guide), as well as the balance of Smurfit-Stone’s white liner offerings, including premium white top, solid bleached and coated white top. Smurfit-Stone will provide 4-inch wide by 15-inch outer diameter rolls free of charge.

To order proofing rolls or for more information on this offer, send an email to [paperwise@smurfit.com](mailto:paperwise@smurfit.com) with the words "Color Proofing Stock Program" in the subject line. Orders are due by February 12, 2010.

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*Smurfit-Stone Container Corporation is one of the industry's leading integrated containerboard and corrugated packaging producers, and one of the world's largest paper recyclers. The company is a member of the Sustainable Forestry Initiative® and the Chicago Climate Exchange. Smurfit-Stone generated revenue of \$7.04 billion in 2008; has led the industry in safety every year since 2001; and conducts its business in compliance with the environmental, health, and safety principles of the American Forest & Paper Association.*