

## **APPVION NAMES NEW PRODUCT MANAGER KATIE SELL FOR ADVANCED MATERIALS & SOLUTIONS**

**Appleton, Wisconsin, August 2, 2021** – Appvion Operations, Inc., a leading provider of advanced materials and specialty coated solutions, is proud to announce the promotion of Katie Sell to Product Manager of their flagship suite of products. She will be responsible for helping to take Appvion's innovative direct thermal solutions to market and growing customer engagement.

"Katie is integral to our product's success, and we are thrilled to promote her to this key position. It is a pivotal time to help our organization optimize production and ensure customer satisfaction," said Meyer Weiss, Vice President, Advanced Materials & Solutions, Appvion. "Talented professionals like Katie help to elevate not only product development but also highly valued customer relationships within the organizations we serve."

Katie Sell joined Appvion in 1999 as a Customer Service Representative. She spent nearly ten years in Appvion's technical service group before joining the product management team in 2014. Katie has been a key driver in optimizing Appvion's product portfolio because of her thorough understanding of direct thermal technology and product attributes. In addition, she effectively works cross-functionally with research and development and analytical services to create innovative solutions and provide timely feedback to customers.

"Katie is very well versed in our direct thermal product solutions from her time with the company," adds John Mazuroski, Growth and Innovation Leader. "Her collaborative and customer-focused approach to product development continues to drive dramatic improvements within our direct thermal portfolio. Moving into the Product Manager role is a natural step and will provide great value for our customers."



Katie Sell will move into the role of Product Manager at Appvion.

### **About Appvion Operations, Inc.**

Appvion was founded in 1907 and is a pioneer in the specialty and high-performance coatings business. Headquartered in Appleton, Wisconsin, Appvion develops innovative, water-based, and environmentally responsible coating solutions for consumers' everyday life. A leading manufacturer in North America, Appvion formulates functional coating solutions applied to a wide variety of flexible substrates, including products from an FDA-compliant facility. Appvion's primary offerings include direct thermal paper and film products and renewable, fiber-based solutions for consumer and industrial packaging. Connect with us on Twitter and LinkedIn to learn more.