



## APPVION SETS SAIL FOR NEW 2030 SUSTAINABILITY AMBITIONS TO CREATE A BETTER TOMORROW

**Appleton, Wisconsin, January 18, 2022** – For nearly 115 years, Appvion has created value for customers by developing and applying proprietary coating technologies. The Company has a long history of prioritizing the sustainability of both the products made and how they make them. In 2021, Appvion released its first [sustainability report](#), highlighting many outstanding achievements, and now the Company is proud to launch its 2030 sustainability strategy and goals.

"Going into 2022, we set sail for our new 2030 sustainability ambitions to **Create a Better Tomorrow** and our team worked diligently last year to start implementing them across our businesses," said Michelle Miller, Chief Sustainability Officer, Appvion. "We play an important role in our customers' sustainability efforts, and the choices we make directly impact our role as a trusted partner. Sustainability is at the forefront of our operations, value chain, and products."

In alignment with several United Nations Sustainable Development Goals, **Create a Better Tomorrow** requires a strong focus on science and technology, a culture of innovation, and critical thinking in Appvion's areas of expertise. Appvion identified key areas where they can have the most significant impact, and the approach rests on three clear objectives, supported by challenging yet credible and achievable targets:

1. **Work Smarter:** We are responsible for using as few resources as possible, as efficiently as possible. That's why we are focused on using less energy, cutting carbon emissions, and diverting waste from landfills.
2. **Act Responsibly:** Acting responsibly is a cornerstone of our culture. We will drive continuous improvement in working safely, focus on engagement, and become a more diverse company.
3. **Optimize Design:** We will reduce waste and do more with less. We are committed to using more renewable materials, closing the loop, and taking every opportunity to make our solutions recyclable.

"As we reflect on our journey and our impact, there are many things to be proud of and even more ahead to challenge and excite us. What began with a focus on resource efficiency quickly expanded to designing and manufacturing products with differentiated sustainability attributes," continues Miller. "Since then, we have collaborated with customers and suppliers for an even more significant impact and broadened our scope to include safety, wellness, community engagement, inclusion and diversity, and most recently, a circular economy with our packaging solutions."

By working smarter, acting responsibly, and optimizing the design of its products, Appvion believes they are doing their part to make a positive impact long-term. Click to read [Appvion's 2030 commitments](#) and [watch a video](#) highlighting the kick-off of its new ambitions.

### About Appvion

Appvion was founded in 1907 as a specialty and high-performance coatings business pioneer. Appvion, headquartered in Appleton, Wisconsin, develops innovative, water-based, and environmentally responsible coating solutions for consumers' everyday life. A leading manufacturer in North America, Appvion applies functional coating solutions to various 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.