



**For Immediate Release**

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## **The Wisconsin Paper Council Launches Redesigned Website**

### **New Statewide Trade Association Portal Will Connect Members, Provide Quality Information and Educate Users About the Paper and Pulp Industry**

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Madison... Since its founding in 1968, the Wisconsin Paper Council has served as the premier voice of Wisconsin's pulp and paper industry. As part of an ongoing restructuring effort, the Wisconsin Paper Council has launched a new, redesigned website. The site, [www.wipaper.org](http://www.wipaper.org), provides an interactive, informational and educational tool for users who want to learn more about the paper, pulp, wood, forestry and logging industries in Wisconsin.

*"The launch of our new website will assist in helping demonstrate the incredible impact we have on Wisconsin's economy, as well as the new and exciting innovations in the paper industry," said Craig Timm, Chairman of the Wisconsin Paper Council Board of Directors.*

The Wisconsin Paper Council's redesigned site includes:

- An educational primer on the strong heritage of papermaking in Wisconsin
- Up-to-date, accurate information about the positive impacts that the paper and pulp industry continues to have on Wisconsin's economy
- Informative data showing how paper and packaging make important contributions toward a more sustainable, environmentally friendly future
- Updates on WI Paper Council bipartisan legislative efforts
- Timely news articles about the paper and pulp industry

*"In addition to our new website, the Wisconsin Paper Council is significantly increasing our stakeholder engagement with industry allies, thought leaders, regulators, elected officials, the media and the public," stated Scott Suder, President of the Wisconsin Paper Council. "The hard-working men and women in our industry play a very significant role in Wisconsin's economy and the WPC is stepping up our efforts to highlight those important contributions."*

The Wisconsin Paper Council has been the leading advocate for the paper and pulp industry for nearly 70 years. The Council provides valuable, accurate, up-to-date information on a wide variety of subjects including; environmental and regulatory matters, transportation, forestry, energy, government and safety issues.

To learn more about the pulp, paper and forestry industry go to [www.wipaper.org](http://www.wipaper.org) or contact the Wisconsin Paper Council at 608-467-6025.

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