

SCA TISSUE NORTH AMERICA

PO Box 2400
Neenah, WI 54957-2400
Ph: 866-722-6659
Fax: 920-720-4597
www.scatissue.com

**TODAY'S SCA TISSUE***A Leading Supplier of Away-From-Home Disposable Tissue Products*

SCA Tissue has developed a solid reputation in North America's competitive away-from-home market built on world-class manufacturing, environmental stewardship and service excellence. In building its identity in the marketplace, SCA is leveraging its strengths as a true business partner with its distributors.

"From the beginning I have stated how important it is that we look to build strategic partnerships with our distributors," explained Don Lewis, Senior VP of Sales & Marketing. "Our customers are focused on developing profitable businesses and, as a key supplier, we can provide exceptional service and solutions that help them support their customers."

Service excellence also means understanding the end user segments and how products meet their needs. "At SCA, we are committed to dependably providing consistent quality products that address everyday needs," stated Joseph F. Raccuia, President & CEO of SCA Tissue. "It may sound pretty basic, but it's what we do best."

The SCA Promise: "essentials for everyday lifeTM,"

SCA's mission is to provide essential products that improve the quality of everyday life. SCA creates a wide range of products, services and solutions that are essential to the daily lives of people in all walks of life. Its offering includes such daily use products as napkins, towels, and facial and toilet tissue.

SCA's vision is to be recognized as the leading provider of value, for customers, shareholders and employees in its field. SCA will never tire of its commitment to being the best.

“We will continuously strive to create more value, to achieve greater results and to make positive contributions in every community where our people, products, customers or services can be found,” explained Raccuia.

The power of initiative

Initiative lives at the heart of SCA’s core values and feeds its vision for the future and has made SCA what it is today. “The initiative of creative individuals throughout our organization has fostered our growth and nourished our success,” explained Raccuia.

It is initiative that keeps SCA vital, dynamic and competitive and that enables decision-making that is decentralized and close to the market.

“When we ‘take the initiative’ we originate innovative ideas to address the common challenges that face our entire company and the specific challenges that face our local teams,” said Raccuia. “We use our own judgment; we remind ourselves to think independently and also encourage independent thinking and self-reliance in others.”

SCA’s core values

Respect, excellence and responsibility – SCA’s core values – are based in its history and the company has been built around them. These core values define the way they perform, day-in and day-out.

“A strong adherence to these values enriches our company and our corporate identity and will help us stride confidently into the future,” said Raccuia. “Our core values inspire and challenge us as we continue to develop as a sustainable company – financially, socially and environmentally.”

SCA’s promise

Just as SCA’s mission, vision and core values define how they work and what they’re striving to achieve; SCA’s promise defines what they offer customers and consumers.

“‘Essentials for everyday life’ is our promise that we will continue to provide a breadth and quality of product that consistently serves the needs of our customers and end users in their daily lives,” said Don Lewis, Senior VP of Sales & Marketing.

The products and services that SCA provides are so fundamental to everyday life that consumers take them for granted. But, consumers can only take them for granted because SCA does not.

“The products manufactured by SCA are found everywhere you go,” said Raccuia. “From restaurants to sports stadiums, schools and universities to office buildings, government facilities to road side rest stations, we provide familiar and reliable products. Our products are necessary. They are indispensable. Simply put, they are essential to everyday life.”

SCA’s approach to innovation

SCA Tissue offers innovative new products to the marketplace on a regular basis. The company recently introduced two new watertight towel dispensers that help food processors comply with HACCP requirements by preventing water or contaminants from entering the dispenser during washdowns.

SCA will soon be announcing the availability of our Park Avenue Ultra premium napkins, which are made from a non-conventional papermaking technology that gives the product extremely high bulk, softness, and quality.

“We know that foodservice establishments are concerned about high consumption and labor costs associated with excessive napkin usage,” said Raccuia.

In response to those needs, SCA Tissue recently launched Xpressnap[®], a dispenser napkin service that substantially reduces consumption by allowing customers to take only one napkin at a time, as opposed to a large handful from a traditional dispenser that typically is wasted.

“We’re very excited about Xpressnap – it’s truly a revolutionary napkin dispensing system,” explained Raccuia. “It provides savings in cost, labor and storage. It also ensures that patrons only touch the napkins they use and never have to touch the dispenser, which offers personal hygiene benefits.”

Leading SCA Tissue’s product development efforts in North America is Senior Manager Dispenser Development, John Formon, a mechanical engineer with over 16 years of industry experience. “John Formon has been an outstanding addition to the team,” explained Raccuia. “His passion, knowledge and commitment are unsurpassed in

the industry and we are committed to building a world class development team around him. We are currently in the design phase of a new technical/product development center to support John's work."

"The truth is, anyone can have a good idea for a new product," Formon acknowledges. In fact, many of the original ideas for SCA Tissue's new products come from marketing, distributors or end user customers.

"There are a lot of good ideas out there. The key is how you get them into the system, prioritize them and start working on the ideas with the best market potential," Formon said. "My role is to manage this process."

Think global, act local

As a global company, SCA has a central group of engineers and scientists that are responsible for research, process and method development. "We're not just a North American company doing our own thing," Formon said. "We're working very closely with our European counterparts."

Historically, global collaboration isn't something that larger corporations have done very well. SCA recognizes that markets aren't always exactly the same.

"One product for all markets almost never works," Formon explained. "We can take an idea from one country, tweak it and apply it to other countries on an individual basis."

The key is to get everyone working as one. "SCA is committed to doing this successfully and it shows in our new products," Formon said.

A company can't afford to work in a vacuum. It has to keep everyone talking, sharing ideas and spreading knowledge. "You then have to apply the knowledge locally, which is something that SCA does very well," Formon added.

Looking to the future

SCA's new product development pipeline is filled with many innovative products that are designed to meet end user needs and provide distributors with additional high

value offerings. Product innovation is just one more way that SCA is setting the standard in service excellence.

“We are out to demonstrate to the marketplace that SCA is an innovator,” Formon said. “It’s certainly an exciting time to be working with SCA.”

NEENAH, WI, MAY, 2004

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For further information please contact

Cindy Stilp, Marketing Communications Manager, SCA Tissue North America:

cindy.stilp@sca.com

SCA Tissue, a division of SCA North America, is a major supplier of Away-From-Home tissue products in North America with brand names including Tork[®], Park Avenue Ultra[®], Coronet[®], and MainStreet[®]. SCA North America is a leader in absorbent hygiene products and packaging solutions, employing 5,000 people in over 50 locations throughout the US, Canada and Mexico. To learn more about SCA Tissue products call 866-722-6659 or visit the company’s Web site at www.scatissue.com.