

SCA TISSUE NORTH AMERICA

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Interview with Joseph F. Raccuia, President & CEO of SCA Tissue North America

1. Please describe your company. What products does SCA Tissue offer?

SCA Tissue is a major supplier of napkins, paper toweling, bath and facial tissue, specialty and foodservice wipers, dispensers and soap systems to the Away-From-Home tissue market in North America with. Our well-known brands include Tork[®], Park Avenue Ultra[®], Coronet[®] and MainStreet[®].

Our products are found everywhere you go. From restaurants to sports stadiums, schools and universities to office buildings, government facilities to roadside rest stations, we provide familiar and reliable products. Our products are necessary. They are indispensable. Simply put, they are essential to everyday life.

2. What makes your company unique?

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. We're known for providing quality and service. We have extremely high fill rates and our customers tell us we give them what they need, when they need it.

We're committed to dependably providing consistent quality products that address everyday needs. It may sound pretty basic, but it's what we do best.

3. Are you introducing any new products?

Yes – SCA Tissue offers innovative new products to the marketplace on a regular basis. We 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.

We will soon be announcing the availability of our White Linen 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. In response to those needs we 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. 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.

Another unique feature of the dispenser is a customized advertising template that allows foodservice establishments to place their own special messages right on the dispenser, such as menus or specials of the day.

Xpressnap sales have exceeded our expectations and we're excited to spread the cost savings to more foodservice establishments.

For more information about Xpressnap or any of the other innovative products offered by SCA Tissue, call us at 1-866-SCA-ONLY (722-6659) or visit our website at www.scatissue.com.

4. How does your company approach new product innovation?

As a global company, SCA has a central group of engineers and scientists that are responsible for research, process and method development. We work very closely with our European counterparts to develop new products. We know that we can't

afford to work in a vacuum. We have to keep everyone talking, sharing ideas and spreading knowledge. We then have to apply the knowledge locally, which is something SCA does very well.

5. Describe your current marketing strategy.

SCA Tissue has strong brands, strong sales support, a national advertising program in industry trade publications, and a broad product line to meet the needs of the marketplace.

Our sales group has a focused strategy to better understand the needs of our end-user customers and create more of a “pull through” selling approach rather than a “push” strategy. This includes a consultative approach to selling our products, which helps to solidify relationships with customers at both the distributor and end-user level.

6. What is your company’s promise to your customers?

SCA’s mission is to provide essential products that improve the quality of everyday life. Our vision is to be recognized as the leading provider of value for customers, employees and shareholders in its field.

“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. 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.

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.

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.