

News Release

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Titanium's shimmering shades break the mould of traditional coffee cup design

International Paper Foodservice Europe has released a stunning new stock design for its Hold&Go® paper hot drinks cup.

The Titanium design gives a contemporary feel to the Hold &Go® cup. The metallic silver print has a shimmering finish with shades that appear to change as the cup is turned. Darker grey horizontal stripes break up the silver. The result is modern and trendy.

This eye-catching new look is complemented by sturdy construction – the perfect match for a premium hot beverage service. Functionality is also guaranteed, as Hold&Go® incorporates IP's ThermaShield® technology to create a double-wall paper cup that retains a cool feel even when filled with hot liquid, so there is no need for double-cupping or using a sleeve.

Hold&Go® Titanium design is available in the most popular sizes for takeaway hot drinks - 12oz and 16oz – with two lid styles in black or white.

David Lawlor, Sales and Marketing Director of International Paper Foodservice Europe says: "The Hold&Go® hot drinks cup has historically featured a traditional design. Our Titanium design is an entirely new approach that brings a more contemporary, fun look

to the hot beverage cup. It is one example of how we believe packaging design can be used more effectively across foodservice to enhance the overall consumer experience.”

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The Hold&Go® Titanium design

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Notes to editors:

ABOUT INTERNATIONAL PAPER

International Paper (NYSE: IP) is a leading global producer of renewable fibre-based packaging, pulp and paper products with manufacturing operations in North America, Latin America, Europe, North Africa and Russia. We produce packaging products that protect and promote goods, and enable world-wide commerce; pulp for diapers, tissue and other personal hygiene products that promote health and wellness; papers that facilitate education and communication; and paper bags, cups and food containers that provide convenience and portability. We are headquartered in Memphis, Tenn., and employ approximately 55,000 colleagues located in more than 24 countries. Net sales for 2016 were \$21 billion. For more information about International Paper, our products and global citizenship efforts, please visit internationalpaper.com.

In Europe, Middle East, Africa & Russia (EMEA), International Paper focuses on the production and marketing of office papers and fibre-based packaging. We are a leading supplier of high-quality cutsize papers, coated and uncoated paperboard and corrugated containers for a wide range of applications, and employ approximately 9,000 people. The International Paper Foodservice facility in Winsford services the European foodservice, coffee-to-go and markets with hot cups, food-containers and lids including our environmental ecotainer® range. The facility is Grade "A" BRC certified and delivers the highest levels of customer service. Net sales for International Paper in EMEA were approximately \$2.8 billion in 2016.