

## **NASHUA CORPORATION ANNOUNCES DIETZGEN STRATEGIC ALLIANCE WITH SIHL USA**

**Park Ridge, Illinois -- August 17, 2004** – The Dietzgen Division of Nashua Corporation today announced a strategic alliance with Sihl USA, a subsidiary of Sihl AG Switzerland, a manufacturer of paper and coated substrates, for the sale and distribution of Sihl color graphics products into the reprographics channel.

Commenting on the new alliance, Barry Knott, General Manager of the Dietzgen Division said, "Dietzgen is uniquely positioned to offer Sihl's exceptional breadth and quality of products to the reprographics industry. Our dedicated sales coverage and nationwide distribution superbly position Dietzgen to represent these products to a customer base that is eager to grow its color graphics business. We are excited to offer Sihl's extensive line of photo papers, backlit and display films, sign and banner vinyls, and their new family of solvent media."

Phil Hursh, President and CEO of Sihl USA, added that, "Sihl products have long been recognized in the wide format digital graphics industry for their superior performance. Now our complete line will be available to reprographic customers in a way not possible before the alliance with Dietzgen and Nashua. They see value in our brand, our product families, and our sales support tools. We see value in their distribution, account relationships and sales team serving a vertical market in which we have not had a sufficiently strong brand presence."

As of August 23, 2004, the Dietzgen website ([www.Dietzgen.com](http://www.Dietzgen.com)) will include the complete line of Sihl graphics products, specification sheets and printer profiles. For more information, contact your Dietzgen sales representative or call Dietzgen customer service at 1-800-473-1200.

Sihl USA supplies a wide range of papers, films and other coated substrates to a global market for use in a broad variety of digital imaging applications. Founded near Zurich, Switzerland, in 1478, Sihl has continually evolved to keep pace with an ever-changing marketplace. Now a member of the Diatec family of companies, Sihl Digital Imaging's focus in North America is on inkjet media used in wide format graphic output digital printing systems.

### **About Dietzgen**

Nashua Corporation's Dietzgen Division is a leading North American converter of wide format media for digitally produced documents and graphics. Dietzgen engineers and converts quality paper, films and specialty substrates to the reprographics and display graphics marketplace and services customers through a nationwide network of regional distribution centers. To meet the customer need for fast turnaround, Nashua has manufacturing facilities in Morristown, TN, and Vernon, CA, as well as distribution centers located in Illinois, California, New Hampshire, New Jersey, New York, Washington, Tennessee, Texas, and Florida.

*Nashua Corporation, headquartered in Nashua, New Hampshire, manufactures and markets a wide variety of specialty imaging products and services to industrial and commercial customers to meet various print application needs. The Company's products include thermal coated papers, pressure-sensitive labels, bond and thermal point-of-sale rolls, ATM and wide format papers, event tickets, as well as toners, developers, and ribbons for use in imaging*

devices. *Additional information about Nashua Corporation can be found at the company website [www.nashua.com](http://www.nashua.com).*

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