



Containerboard, Kraft Paper and Pulp Product Branding FAQs

Why is WestRock branding or rebranding the containerboard, kraft paper and pulp products?

With the exception of just a few of our former RockTenn pulp products, most of our products did not carry any branding whatsoever. Through merger and acquisition, the WestRock portfolio of products has grown to include over 100 containerboard products, over 100 kraft paper products, and numerous pulp products. This breadth of products can be confusing to navigate. Branding our products by family will make it easier for our customers and co-workers to understand how our products relate to each other and to customer needs.

What is changing as a result of implementing product branding?

Products will carry a brand name (e.g., EnduraLiner™) instead of a generic category name (e.g., kraft liner) and will sometimes be followed by a unique but obvious suffix (e.g., EnduraLiner™ WS, where WS is for wet strength). The product description, which carries more detail about the particular product, may change only slightly to standardize nomenclature. The new branded names will be reflected on roll labels, invoices and other WestRock generated manifests. You will also eventually see the new branded names on our website, new collateral, and product specification sheets.

Are the product specifications changing?

No, only the product name will change as a result of implementing branding.

Are product grade codes changing?

No, our product grade codes are not changing. Since product grade codes will remain the same, we do not anticipate the branding of our products to affect your current ordering processes.



Will my roll label change?

Only the product name on your label will change. All other information on the label will remain consistent.

How will this affect FSC, SFI labels and paperwork?

All WestRock North American mills are certified to the SFI®, PEFC™, FSC™ Chain of Custody Standards. The implementation of product branding will not affect availability or certification of our products.

Certificate Codes: SFI Certified Sourcing: NSF-SFI-CS-6S751, SFI CoC: NSF-SFICOC-6S751, PEFC: NSF-PEFCCOC-6S751, FSC Company Code: FSC-C104002.

When will the product names change?

We are targeting June 5th as the date we will transition to the new branded product names. Therefore, all new orders placed on or after this day will reflect the new branded product names. There will be a brief period where you will see both old and new names as we filter through existing orders in the system. Additionally, any products in warehouse prior to the June 5th transition will reflect the old product name. We will work through existing inventory, so it is possible that you may not notice the new branded product names immediately on June 5th.

Have you developed any tools to help with this transition?

We have developed a product name reference guide that is available from your WestRock regional sales manager. You will also be receiving updated WestRock Safety Data Sheets reflecting the new branded product names. Additionally, we are developing 1) a new WestRock containerboard sample kit that highlights our offerings and provides actual samples of some of our best sellers in each of the product families; and 2) two new collateral pieces on WestRock's DiamondTop™ line, a family of white containerboard products.

What should I change in my system?

We recommend that you update the brand names in your systems so our order and invoice documentation will match your records.