



# Paperboard Product Rebranding FAQs

## **Why is WestRock rebranding the paperboard products?**

With the merger of MWV & RockTenn, we are able to partner with you to offer numerous solutions through our expansive and unmatched paperboard product portfolio. The changes will enable us to better demonstrate how our products relate to each other and your needs, ultimately to all better navigate this great portfolio.

## **What is changing during the rebrand?**

The product description will change. This change will be reflected in the product description change of your roll labels, invoices and other WestRock system generated paperwork. You will also see the new names on our website, on collateral, product guides, etc.

## **Are the product specifications changing?**

No, only the product name will change as part of this initiative. Any product specification changes that occur as part of separate initiatives would be clearly communicated to you at that time.

## **Is my product ID changing?**

No, the product ID is not changing. So, we do not anticipate this change to affect your current ordering processes. However, please let your sales representative know if you have any questions or concerns.

## **Will my label change?**

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



### **How will this affect FSC, SFI labels and paperwork?**

All WestRock North American paperboard mills are certified to the SFI<sup>®</sup>, PEFC<sup>™</sup>, FSC<sup>™</sup> Chain of Custody Standards. The product rebranding 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 will transition to the new names on February 27<sup>th</sup>. Therefore, all new orders placed after this day will reflect the new name.

There will be short period where you will see both old and new name as we filter through existing orders in the system.

Additionally, any items in warehouse prior to the changeover will reflect the old product name until we have filtered through existing inventory.

### **Have you developed any tools to help with this transition?**

We have developed a product name reference guide that is available on our website at: [www.westrock.com/paperboardrebranding](http://www.westrock.com/paperboardrebranding)

In addition, we have a downloadable product reference guide (enclosed with this email), new Safety Data Sheets and our teams are well versed in this change.

### **What should I change in my system?**

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

We want to make sure that you are fully supported during this transition. Please do not hesitate to contact your WestRock sales representative or account representative if you have any questions.