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For immediate release

## ShoreStack AND ShoreTwin – THE PERFECT PAIR

### Shorewood.blueprint Launches Two New DVD Packages

[London, UK – 29th June] Shorewood.blueprint, the European-based packaging & print creative centre of U.S.-based Shorewood Packaging, has announced the launch of two new DVD media packages for multi-disc Entertainment releases, the ShoreStack and the ShoreTwin. Both products provide studios and video game or software publishers with new versatile, cost-effective options to market film compilations, documentaries, TV series, video games, computer software and any other recorded releases with two or more DVD discs.

“Our intention is to offer customers alternatives to packaging their media products, priced to reflect market value. These latest editions to our portfolio are part of our ongoing strategy to develop a full end-to-end service for our clients, extending the range of packaging options and suppliers available to them,” says John White, director, Shorewood.blueprint.

The ShoreStack is extremely versatile as it is designed to accommodate DVD collections of up to 13 discs. The clear, general purpose polystyrene trays feature universal hubs and are securely connected via a unique “track-like” binding system that keeps the trays stacked in place. They are glued into a book-like paperboard cover design that can have a pocket on the inside left panel to hold a wallet or booklet. The ShoreStack provides an exciting canvas for full-colour graphics to convey the title’s promotional message. Powerful print finishes, such as foil stamping, embossing, special textured coatings, holography, etc. are available to increase shelf appeal.

The ShoreTwin is a book-like paperboard media package with a twin tray that is perfect for film or game releases with a second “bonus” disc. The tray (Polymatrix’s DigiTwin) is made of clear, general purpose polystyrene and uses a patented, “stress-free” locking hub to hold the discs securely in place. Like the ShoreStack, the paperboard wrap provides fertile ground for the creative use of graphics.

Both packages are designed in-house at Shorewood.blueprint in London and produced at the Shorewood Packaging manufacturing facilities in Torun, Poland and Ebbw Vale, South Wales. There is a choice of using virgin SBS (solid bleached sulfate) or FBB (folding box board) paperboard or one of the recycled boards in the Shorewood greenchoice™ Environmental Solutions programme such as Arctikoat. Both options are renewable, recyclable and sustainable. Our recycled content board stocks carry no additional cost or lead time compared to standard paperboard stock.

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**Shorewood Packaging** is a leading value-added provider of high-quality creative, printing, packaging and retail display products that help customers enhance their brands in the global marketplace. Shorewood serves a diverse range of customers in the home entertainment, consumer products and tobacco industries. The company is committed to helping customers achieve their sustainability goals through its greenchoice™ Environmental Solutions program for packaging and displays. Shorewood Packaging is a business of International Paper and has multiple manufacturing facilities in North America, Europe and Asia. To learn more about Shorewood and its products and services, visit [shorewoodpackaging.com](http://shorewoodpackaging.com).

**Blueprint Media Ltd.** is a leading design firm in the UK, specialising in the entertainment industry for more than 25 years. Blueprint Media offers a full range of integrated creative, packaging, online and marketing services.

**International Paper** (NYSE:IP) is a global paper and packaging company with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include uncoated papers, industrial and consumer packaging, and distribution. Headquartered in Memphis, Tenn., the company employs more than 61,500 people in more than 20 countries and serves customers worldwide. 2008 net sales were approximately \$25 billion. For more information about International Paper, its products and stewardship efforts, visit [internationalpaper.com](http://internationalpaper.com).

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