



Bradner Central Company Announces Acquisition of conVerd LLC.

FOR IMMEDIATE RELEASE: September 6, 2011 - Bradner Central Company, Elk Grove Village, Illinois, announces the acquisition of conVerd LLC, a leading paper distributor and converter of environmentally sustainable products specifically engineered for the wide format and flatbed digital printing markets. Together, Bradner and conVerd are committed to increase awareness and expand production of their fully recyclable, earth friendly portfolio of green products.

Richard Bull, Chairman and CEO of Bradner Central Company stated, "We believe the high quality sustainable product offering of conVerd will give our customers, including printers, retailers, and advertisers, an eco-friendly alternative to the substrates currently used in the trade. Our products, which are FSC certified and fully recyclable, are an ideal substitute to the films and vinyl products predominantly printed for many point of purchase displays and most signage. Bradner Central will provide experienced customer service and sales personnel, robust information technologies, and a proven distribution model supported with superior logistics. These capabilities, along with our financial stability, will allow conVerd to better serve this rapidly growing segment of the print community."

Sean McLaughlin, President of conVerd, also commented, "Green just got greener. This exciting time for conVerd allows us the ability to grow faster in product lines and to expand our worldwide presence. This new opportunity with Bradner Central brings a maturity to our enthusiastic growth in the green sustainable substrate market."

conVerd paper products provide an alternative for those customers seeking a green solution. conVerd paper products include:

conVerd Enviroboard MR™ - rigid, board material designed for indoor and short-term outdoor point of purchase and signage applications.

Blox-Lite® - green hanging signage alternative to PVC vinyl banner that is 100% opaque and printable on both sides.

GreenLight® Plus! - backlit poster paper with uniform light diffusing properties, the alternative to synthetic films.

EnviroScape Mural® Plus! - wallscaping product easily install and easily remove that supports LEED credit certification and carries a Class A fire rating upon ASTM E-84.

About conVerd LLC: conVerd LLC is a recognized leader in creating "green" print media solutions for the digital printing industry. With over a decade's worth of experience as a wide format supplier in the North American market, conVerd's products are widely used throughout the world for backlit, frontlit, wallcoverings, and point of purchase applications. For more information, visit www.converd.com.



About Bradner Central Company: Bradner Central Company was founded in 1852 in Chicago as Bradner Smith & Company and serves as headquarters for six wholly-owned subsidiaries that distribute, printing paper and allied products to the commercial printing, retailer, advertising, magazine and catalog publisher, business forms, direct mail, and label industries.

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conVerd products and samples can be ordered at 1-888.977-5050. For more information on conVerd, please visit www.converd.com.

For media inquires, please contact Milene Ribas, Marketing Manager, at 720-785-4648 or email milene@conVerd.com.

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