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**Montreal, October 2012 – In our 55<sup>th</sup> year in business;**

**Paramount Paper Products Ltd** is pleased to announce the launch of its new web site ([www.paramountpaper.com](http://www.paramountpaper.com)) specifically researched and designed for use by its valued customers.

Paramount is second generation distributor of packaging products, specializing in corrugated cartons & products, as well as poly bags, industrial papers, films, protective packaging, tape, shipping supplies and sanitary & safety supplies. Paramount sells primarily to the Apparel, Food & Beverage manufacturers and distributors, as well as Warehouse and Distribution centers of manufacturers and retailers in greater Montreal.

In combination with the launch of the web site, Paramount is unveiling its renewed company logo. The simple features of the Paramount logo will facilitate brand recognition. We kept the same overall shape of the logo which represents the long standing reputation and history of the company. The new modern green color represents Paramounts' commitment to environmentally conscious packaging. The bold charcoal grey Paramount is a strong and clear demonstration of the company's commitment to deliver superior service and premium packaging to its customers.

We have been collaborating with suppliers and customers to develop exceptional products since 1958 and we proudly continue to accompany them in reaching their business goals. Our new web site and brand identity emphasizes our promise to be innovative leaders in our field.

For more information on the company and its products, please visit [www.paramountpaper.com](http://www.paramountpaper.com)

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