



APPVION



**Your Neighborhood
Grocery Store**

Store 1234
123 West Main Street
Any City, Your State 11122
(123) 456-7890

Cashier: Dave

GENERAL MERCHANDISE
Apples

Now you have
a choice...
a natural choice

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ALPHA® FREE the natural choice

Chemists at Appvion engineered a new non-phenol formulation using Vitamin C, a naturally occurring nutrient that is well-known, well-studied, and widely regarded as safe. In fact, Vitamin C is so safe that millions of people take it as a health supplement every day.

Introducing Alpha® Free *the natural choice*

Alpha® Free, the first direct thermal material formulated with Vitamin C instead of phenols or urea-based compounds, offers your customers a natural choice in POS receipt paper. Alpha® Free is manufactured exclusively by Appvion, a leading manufacturer of direct thermal papers. Appvion is also a pioneering innovator in direct thermal technology and eliminated BPA from its direct thermal products in 2006.

First and foremost, Alpha® Free delivers the reliability and performance that customers expect from a point-of-sale receipt. Plus, Alpha® Free offers these benefits:

- Includes Vitamin C as a thermal image developer
- Natural yellow color on front (thermal imaging) side
- White backside suitable for printing promotional messages on the back
- Good imaging — ideal for economy point-of-sale receipts
- Includes Appvion's Unconditional Satisfaction Guarantee
- Made in the USA at an ISO 14001 certified facility

**Finally, a real choice, a more natural choice
in direct thermal POS paper.**

Alpha® Free — ask for it by name.

In response to increasing consumer requests for products made with more natural components, customers are asking for POS papers made without BPA or other phenol-based chemistry. Some providers have responded with POS papers made with urethane ureas (UU) or sulfonylureas (e.g., Pergafast® 201) instead of phenols.

However, a 2014 US EPA report¹ states that Pergafast 201 has both high acute and chronic aquatic toxicity, and both Pergafast 201 and UU have very high environmental persistence.

So, those new papers don't really solve anything — they just replace the old concerns with new ones.

¹ FINAL REPORT: Bisphenol A Alternatives in Thermal Paper, U.S. Environmental Protection Agency, January 2014

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