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FOR IMMEDIATE RELEASE

Rockline Industries to Open Innovation and Technical Center in Wisconsin

Product innovation focus of center's operations

SHEBOYGAN, WIS. – Oct. XX, 2013 – Rockline Industries, one of the world's largest private-label manufacturer of consumer wet wipes and coffee filters, announced today that it will open a state-of-the-art innovation and technical center adjacent to its corporate headquarters in Sheboygan, Wisconsin.

Product development teams working at the center will focus on consumer wet wipe innovation, as well as product, packaging and test method developments. The 18,000 square foot facility will feature laboratories equipped with microbiological and analytical chemistry capabilities and pilot line converting equipment.

"Our immediate objective is to continue supporting customers with cutting-edge products," said Randy Rudolph, president of Rockline Industries. "We will also be able to strengthen our technical leadership, while improving speed to market."

This new Innovation and Technical Center expands upon the existing research and development centers located in Arkansas and England. Rockline anticipates the facility to be open by fall 2014.

About Rockline Industries

Founded in 1976 and headquartered in Sheboygan, Wisconsin, Rockline Industries is one of the world's largest manufacturers of coffee filters and wet wipes. This family-owned company has repeatedly created first-to-market product design solutions for the wet wipe consumer and continues to provide innovative new material successes in the non-woven industry. Rockline employs approximately 2,000 people worldwide and has manufacturing facilities in Wisconsin, Arkansas, New Jersey, England and South China. For more information on Rockline Industries, visit www.RocklineInd.com or call 877-432-4411.

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