



PRESS RELEASE

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Lindsay Beddingfield joins Paper360° team

Experienced publishing executive E. Lindsay Beddingfield has joined the staff of *Paper360°* as Director of Business Development and Key Account Manager - Pulp & Paper, bringing almost 30 years of experience with pulp and paper industry-related publications. In his new role, Beddingfield will work closely with TAPPI and PIMA on exhibit and sponsorship sales, and with the current advertising sales staff of *Paper360°*, to develop unique partnership and marketing opportunities.

From 2001-2006, Beddingfield served as founder, editor and publisher of IPCL's three global paper industry magazines. Previously, he was publishing director for the Paper Industry Management Association (PIMA), where he played a pivotal role in expanding the Papermaker Network revenue base and the network's presence in the global marketplace. PIMA's official magazine is now *Paper360°*.

Prior to joining PIMA in 1991, Beddingfield was associate publisher/marketing manager for several magazines serving the timber, panel board and paper industries for Hatton-Brown Publishers, Inc., Montgomery, Alabama. He first joined Hatton-Brown in 1979 as a sales associate.

"With his industry and association experience, Lindsay is a perfect fit for *Paper360°*," comments *Paper360°* Editorial Director and Associate Publisher Glenn Ostle. "He knows the industry and its supplier community, and he's got the marketing insight to develop programs that combine the best of everything that TAPPI and PIMA have to offer for our sponsors and advertisers. This new position is unique in the pulp and paper industry publication market, and we feel that Lindsay has the vision to create synergies between event marketing, online presence, print advertising, and much more. We're excited to have him working with us."

TAPPI is the leading association for the worldwide pulp, paper, packaging, and converting industries and co-publisher of *Paper360°*. Through information exchange, trusted content, and networking opportunities, TAPPI helps members elevate their performance by providing solutions that lead to better, faster, and more cost-effective ways of doing business. Visit www.tappi.org. Learn more about Paper360° at www.paper360.org.

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