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Available April 2009! Award-Winning Composition Paper from Sweden Will Be Distributed and Sold In the United States

Innovative Product is Environmentally-Conscious, and a Learning Tool for Those with Learning Disabilities

(January, 2009) FOR IMMEDIATE RELEASE— Launching April 2009, **Whitelines®**, the award-winning revolutionary stationary from Sweden, will be available for the first time in the United States. Creator **Olof Hansson**, who received Sweden's 2008 Innovator of the Year Award, created this new generation of paper, which features white ruled lines instead of the standard black or blue. The concept is simple: The dark lines of ordinary paper tend to interfere with the marking of pens and pencils, and in contrast, Whitelines supports and showcases the composition or sketch because there is literally no visual "competition" between the lines on the paper and the written or artistic work on the page. Currently offered in notebook form, the product is available in various sizes and designs to accommodate any lifestyle or occupation.

"The idea of Whitelines came to me by accident when I was creating a sketch of another invention," Olof Hansson states. "I was frustrated because the lines on the copy made a mess of my design, and then it hit me: Using a paper with white lines instead of dark ones would not be visible on a photocopy, leaving only my drawing on the page. I'm thrilled to offer Whitelines to you in the United States, and I hope our special paper is as successful in supporting your ideas as it has been for me."

Beyond professional writers and designers, Whitelines is valuable for students of all ages, starting with children who are learning to read and write. To add another dimension to its use, this exceptional stationary line appears to be an enormously helpful learning tool for those suffering from Dyslexia and Attention Deficit Disorder.

Whitelines is also the world's first paper product to challenge its own company—as well as the paper industry as a whole—to practice environmentally-conscious printing. The product's manufacturers are dedicated to helping control the global climate by reducing Whitelines' carbon footprint—calculating the exact amount of carbon dioxide that is emitted from raw material to finished product, on every item—in collaboration with the North Environment & Weather Agency (NEWA) in Stockholm, Sweden.

Whitelines® is being distributed in the United States by Consortium, a sales and distribution company that typically represents book publishers. “We were drawn to the product,” says [Name of Person at Consortium], “because even though we are living in a digital revolution, we think that real paper inspires the writers of today and the talent of tomorrow. And what better bonus to learn that it's environmentally friendly and a help to those with learning disabilities.”

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Whitelines creator Olof Hansson will be visiting the United States in April. To schedule an interview or an appointment with Olof, please call Justin Loeber at 212-260-7576, email Media@MouthPublicRelations.com or visit www.MouthPublicRelations.com.