



Contact: Ken Stoltz, SMG, Inc., [kens@stoltzgroup.com](mailto:kens@stoltzgroup.com), 208.388.0766

**FOR IMMEDIATE RELEASE**

## **Karl Meyers Named CEO and Rob Baron Appointed President of Soundview Paper Company**

*Longtime Industry Executives Steve Ziessler and Bob Snyder Join Board of Managers*

ELMWOOD PARK, N.J. (June 1, 2015) – [Soundview Paper Company](#) announced today that company President Karl Meyers has been appointed Chief Executive Officer and Senior Vice President of Strategy Rob Baron has been named the company's new President. In addition, longtime tissue and paper industry executives Steve Ziessler and Bob Snyder have joined Soundview's Board of Managers.

"I am very pleased to take on this new role and continue to partner with Rob Baron and our entire team to move Soundview forward," said Meyers. "Rob is a uniquely talented strategist and leader, and the addition of Steve and Bob to our already strong Board of Managers provides us with decades of combined industry expertise to draw upon as we chart our course for the future."

"Soundview is a special place," said Baron. "We have a world-class production facility located in the largest consumer market in the United States, and innovative, customer-driven strategies necessary to compete and win in today's competitive environment. We have a skilled and dedicated team that manufactures superior products for our customers, and we're poised to deliver sustained growth. I am grateful for the opportunity to serve as the company's new President at this exciting time."

"Each of the individuals we've appointed today will play a key role in building an even stronger and more successful Soundview Paper Company," said Tim Fazio, Chairman of the Soundview Board of Managers and Co-Founder and Managing Partner of Atlas Holdings LLC, which owns Soundview together with the management team. "We have an outstanding workforce that is focusing on our core strengths as a company."

Meyers became Soundview's President last September after serving as Chief Operating Officer of the company's Away-From-Home Division. Prior to joining Soundview, he served as a senior executive for Georgia Pacific Corporation from 1997 to 2009. Meyers has played a central role in positioning Soundview at the forefront of the industry regarding associate safety, increasing production and quality, lowering costs and driving innovative product development.

-more-

Baron has been a senior executive within the Atlas Holdings family of companies for four years. He joined Soundview in 2014 as Senior Vice President of Strategy after having served as Vice President of Finance and Chief Financial Officer of Finch Paper, an Atlas-owned business in Glens Falls, New York, from 2012 to 2014. Prior to that, he held several leadership positions within Furniture Brands International, including Vice President and Chief Financial Officer of Thomasville Furniture Industries, Vice President / Financial Planning & Analysis and the Vice President Finance for both Lane and Broyhill Furniture.

Together, Bob Snyder and Steve Ziessler bring over five decades of combined tissue and paper industry leadership to Soundview's Board. Snyder served as Chief Executive Officer and President of Orchids Paper Products (AMEX: TIS) from 2007 to 2014, as well as serving on its Board of Directors. From 2002 to 2005, he worked for Kruger, Inc., where he served as Vice President and General Manager of Corner Brook Pulp and Paper Limited, an operation that was comprised of a newsprint mill, timberlands, and power generation facility. Snyder also served in senior roles for KTG USA, a premium grade tissue mill, as well as Great Northern Paper, Inc., Alliance Forest Products U.S. Corporation, Bear Island Paper Co., and Bear Island Timber Co.

Ziessler has spent the majority of his career in leadership positions in the tissue industry. He most recently served as President and Chief Executive Officer of Guardian Building Products from July 2011 to April 2015. Prior to that, he served for six years as President, Chief Operating Officer and Director of Cellu Tissue / Clearwater Paper Corporation. He has also held a number of senior positions with Kimberly-Clark Corporation, including President of Kimberly-Clark Professional in Europe and Vice President of Kimberly-Clark North America.

### **About Soundview Paper**

[Soundview Paper Company](#) is a world-class manufacturer of recycled and virgin fiber towel and tissue products for the [At-Home](#), [Home and Office](#) and [Away-From-Home](#) markets in North America. In the At-Home market, Soundview produces [Marcal®-branded](#) products synonymous with quality, value, and environmental stewardship and private label products for well-known grocery and retail clients. A customer-focused approach to the market enables Soundview to focus on the continuous improvement of our products, processes, and services to meet the specific needs of customers. Strategically located in Elmwood Park, New Jersey — just 15 miles northwest of New York City — Soundview's flagship operations encompass more than one million square feet of manufacturing and storage facilities on a 30-acre site. Elmwood Park operations include a manufacturing facility with fully integrated de-inking, towel, tissue, napkin, and facial production and converting capabilities, as well as separate storage facilities for housing finished goods and parent rolls. The company also operates a facility in Putney, Vermont, which allows Soundview to offer a broader range of commercial towel manufacturing capability into its finished paper products offering of tissue, towel, and napkin products to retailers, distributors, and other customers.

## **About Atlas Holdings**

Founded in 2002, Atlas Holdings LLC is headquartered in Greenwich, Connecticut. Atlas and its affiliates own 17 companies that employ more than 15,000 associates and operate from more than 110 facilities across the globe — generating more than \$4.0 billion in revenue annually. Atlas Companies are engaged in a variety of industries including aluminum processing, automotive, building materials, capital equipment, construction, energy, industrial services, packaging, paper, power generation, steel, and supply chain management. For more information, visit [www.atlasholdingsllc.com](http://www.atlasholdingsllc.com).

###