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ALLIANCE RESULTS IN NEW

For Immediate Release

JOBS AND JOINT RESEARCH TO

November 6, 1989

BENEFIT PULP AND PAPER MAKERS

Bringing 95 Wisconsin employees and 100 new jobs to Atlanta, the Institute of Paper Science and Technology has forged an alliance with the Georgia Institute of Technology to benefit students as well as the nation's pulp and paper industry.

"We're looking at a mutually beneficial program to leverage resources of both institutions," said Institute President Richard A. Matula. "In particular, we'll emphasize opportunities to achieve research breakthroughs in the pulp and paper industry."

Joint research initiatives will address key issues facing the pulp and paper industry, from tree genetics to environmentally safe production methods and energy conservation, according to Dr. Ronald Yeske, the Institute's vice president for research and academic affairs. For example, scientists are developing new paper bleaching techniques to minimize the production of byproducts that may have an impact on the environment. Efforts are also underway to clone genetically superior trees and improve paper drying methods.

Students at both institutions will benefit from exchange programs and a system of shared resources, said Dr. Gary Poehlein, Tech's associate vice president for graduate studies.

"It's a kind of give and take arrangement," Poehlein added. "We have agreed to treat each other as members of the same family, although both institutions will remain autonomous."

Georgia Tech's strength in engineering complements the Institute's extensive fundamental science programs, said Dr. Jeffery Hsieh, director of Tech's Pulp and Paper Engineering Research. Further, he explained, students who receive Tech's undergraduate Pulp and Paper Engineering certificate may attend the Institute to pursue a graduate degree.

On July 1, 1989, the Institute officially opened its new temporary headquarters facility in Atlanta. (Major building renovations were completed only recently, however.) The relocation from Appleton, Wisconsin was planned following internal and external reviews. "The consensus was that we were doing a good job, but we were technologically isolated in Appleton," Yeske noted.

Poehlein -
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Hsieh - 3556

Atlanta was selected over several other locations -- in part because Georgia Tech officials demonstrated "unbounded enthusiasm for the interaction," said Yeske. State legislators, Governor Joe Frank Harris, the University of Georgia in Athens, and the Herty Foundation Pulp and Paper Development Center in Savannah also expressed strong support for the Institute, he added. Since the Technical Association in the Pulp and Paper Industry (TAPPI) had already moved to Atlanta several years ago, the match seemed like a perfect fit.

"Georgia is considered a center of growth in the pulp and paper industry," Yeske said. "We wanted to interact with a major research institution, and Georgia Tech is ranked second among U.S. universities in terms of industrially-sponsored research."

As of July this year, Georgia companies manufacturing paper and allied products employed 31,300 people, representing a major segment of the labor force, the state Department of Labor reported. Hsieh said pulp and paper makers have been attracted to Georgia's warm climate, since trees grow faster in warm regions.

The Institute has completely renovated a vacant steel distribution center on 14th Street at Hemphill Avenue and Northside Drive.

A new, \$33 million facility and parking structure should be completed within the next 18 months. Located at the intersection of Hemphill and 10th Street on the Georgia Tech campus, the new building is slated for state ownership, although the Institute has promised to pay more than half the price in exchange for a long term lease at nominal costs.

Institute officials hope to establish a system of shared resources with a number of Atlanta-area colleges and universities through the University Center in Georgia, a non-profit organization that fosters mutually-beneficial relationships among participating institutions, including private and public schools. If accepted as a University Center member, the Institute will set up interactions with other member institutions.

Established in 1929, the Institute is a private, non-profit organization providing a multidisciplinary graduate program, extensive research initiatives, and support services for the pulp and paper industry. Roughly half of the funding is provided through dues from member companies, including most of the nation's largest pulp and paper manufacturers.

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