

SEVEN PAPERMAKING PIONEERS INDUCTED INTO PAPER INDUSTRY HALL OF FAME

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WISCONSIN'S FOX RIVER VALLEY, WITH THE GREATEST CONCENTRATION OF PAPER MILLS IN THE WORLD, SET THE IDEA IN MOTION TO RECOGNIZE GIANTS IN THE PAPERMAKING INDUSTRY.

THE PAPER INDUSTRY HALL OF FAME (PIHF) inducted seven new members at its Second Annual Awards Ceremony, held Sept. 26, 1996, at the Paper Valley Hotel, Appleton, WI.

The Hall of Fame recognizes any individual, living or deceased, who pioneered or uniquely helped the world's paper industry flourish. Recognition is based on contributions in the areas of technology; economics; leadership; founder; entrepreneur; academics; service; marketing/sales; and R&D.

In addition to their professional accomplishments, according to George P. Mueller, chairman of the Paper Industry Hall of Fame, "each of these seven individuals also performed significant service to their communities. . . . They have all demonstrated exceptional energy, adaptability, creativity, leadership, and a willingness to accept great risks."

W. Craig McLelland, chairman and CEO of Union Camp Corp., Wayne, NJ, served as the keynote speaker.

1996 INDUCTEES

Following are short biographies of the seven inductees for 1996.

Thomas W. Busch (b. 1923), retired chairman and CEO of Appleton Papers, Inc., Appleton, WI

Busch joined Appleton Coated Paper Co., Appleton, WI, the day after graduating from Lawrence College in 1948. The company's fundamental research and discovery of new information began a new era in 1954, when

Busch began working with chemists from NRC Corp. to modify basic carbonless paper formulations, allowing them to be commercially coated. Through Busch's laboratory and manufacturing skills, Appleton Papers became the world leader in the manufacture of carbonless and thermal papers.

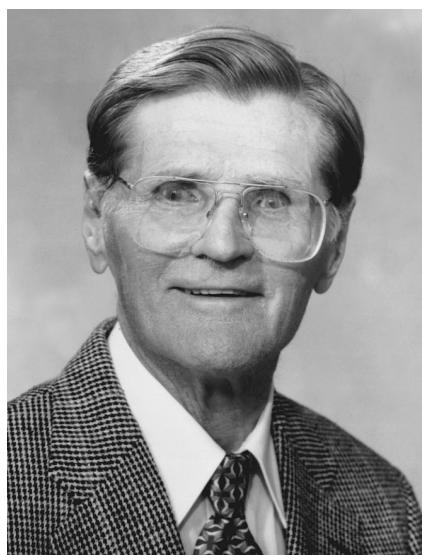
Known for his insights into technology, people, and business, Busch helped establish teams for basic research and applied R&D engineering. His success in on-line manufacturing of carbonless paper led to the conversion of old mills to carbonless manufacturing, thereby turning marginal mills into profitable companies. His contributions in coating rheol-

ogy, base paper-coating interface concepts, and pre-coated papers helped launch a new industry with worldwide sales of over US\$ 6 billion annually.

Busch holds several patents, and he has contributed to TAPPI through his writing and by encouraging participation of co-workers and associates. He served as a director, was named a TAPPI Fellow in 1971, and in 1981 received TAPPI's Coating and Graphic Arts Division Award. In 1986, he received the Community Service Award from the Paper Industry Management Association (PIMA).



Rittenhouse



Busch



Cofrin



Kress

Busch retired in 1985 after a 37-year career with Appleton Papers, Inc. He and his late wife, Genevieve, raised seven children. Busch remains active in community and church activities.

Austin E. "A. E." Cofrin (1884–1980), founder of Fort Howard Corp., Green Bay, WI

At age 16, Cofrin held his first job at a New England paper mill. At age 36, he and a few dozen employees founded a small paper company on the Fox River in Wisconsin. With only a grade-school education, Cofrin set the character of Fort Howard Corp., one of the world's largest tissue-products paper companies.

Equipment at the young company was so well maintained that the company's first two paper machines from the 1920s, though long since sold, are still producing paper overseas. Cofrin's technical innovations in reconfiguring paper machine production to increase speed and efficiency became the standard for future generations of paper machines. Despite low capital expenditures on equipment—Cofrin preferred attending machinery auctions and sales over paying full price for new equipment—Fort Howard's operations were extremely efficient. Today, Fort Howard Corp. owns and operates nine of the eleven largest tissue paper machines in the world.

Cofrin's vision for recovered paper recycling was 50 years ahead of its time. The company's recycling technology has continued to evolve since the first railcar of recovered paper was purchased for recycling in 1936. In 1991, the U.S. Environmental Protection Agency recognized Fort Howard with its first corporate award for national recycling leadership.

Cofrin was a classic "self-made man," building a successful organization and suffusing it with his own personal qualities: independence, self-sufficiency, pragmatism, commitment to employees, and hard work. He served as president of the company until 1960. Cofrin passed away in 1980 at age 96. The company's 75th anniversary was marked with a special program held in the Cofrin Family Center in Green Bay, a legacy of Cofrin's contributions to his community and his company.

George F. Kress (b. 1903), retired founder of Green Bay Packaging Inc., Green Bay, WI

After graduating from the University of Wisconsin, Kress worked briefly for an accounting firm in New York before returning to Green Bay in 1926 to assist his father with his horse collar and wooden box business. Kress married his fiancée, Marguerite, and the couple worked together to develop the box business. In 1933, Green Bay Box Co. began to manufacture corrugated shipping containers, adding folding cartons in 1942. In 1948, Green Bay Pulp & Paper Co. was formed to produce corrugating medium for use at Green Bay Box.

During the company's early years, the Kress children often accompanied their mother to work. The couple became involved in all aspects of boxmaking and business management. Mrs. Kress was active in the business until 1935, but she continued to do some corporate work from her home. The Kress family business grew into an international presence.

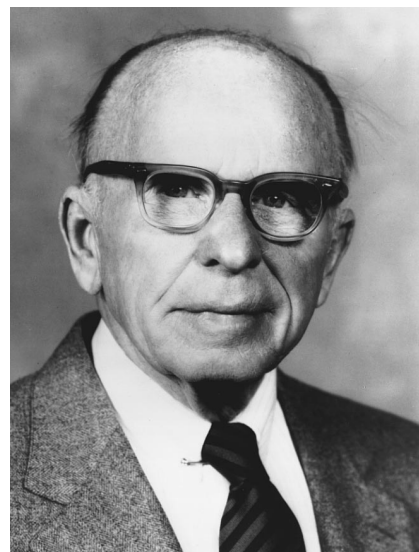
Kress was the first to recognize the potential of corrugating medium, which was made by using the semi-chemical method of wood preparation. The Green Bay



Kusters



Mahler



McGovern

mill worked with the Forest Products Laboratory in Madison, WI, to commercialize the technology that the packaging industry uses to make fluting paper. Green Bay Packaging was the first in the industry to develop the concept and practice of zero discharge technology as it applies to process wastewaters. Green Bay's development of 100% recycled packaging grades that outperformed virgin-fiber counterparts led to the establishment of the "mini-mill" concept. The company both pioneered and shared many industry advances, including the concept of totally effluent-free (TEF) pulping.

Kress has received numerous honors for his community service. He has served as president and chairman of the board and is currently honorary chairman of Green Bay Packaging. Marguerite Kress, his wife of 70 years, passed away on Aug. 31, 1996, less than a month before her husband's induction in the Paper Industry Hall of Fame. Their son James is chairman of Green Bay Packaging, and their other two children serve on the board.

Eduard Kusters (1905–1987), founder of Eduard Kusters Maschinenfabrik, Krefeld, Germany

Kusters graduated in 1920 from Handwerker und Kunstgewerbeschule Krefeld as a journeyman. He received his practical training with Gebr. Schroers Werkzeugmaschinenfabrik between 1920 and 1923, then became a fitter and design engineer. From 1926 until 1943, he worked for Deutsche Edelstahlwerke as a master craftsman and chief instructor, followed by six years as technical director at Dornbusch and Co., Krefeld. In 1949, he opened a development center for textile machinery in Krefeld and, in 1953, founded Eduard Kusters Maschinenfabrik.

Kusters specialized in finishing of textile fabric, finishing of paper (calendaring), and continuous production of wood fiber board. He received 450 German patents and about 3000 patents worldwide. His most notable development was the self-aligning "Swimming Roll Kusters" to control press nips in press sections and the nips in machine calendars, soft calendars, and supercalenders.

In 1960, the first Swimming Roll Kusters was installed in the press section of a paper machine; by 1961, the invention was acknowledged worldwide. Today, all paper and board machines feature self-aligning rolls in each press nip and calendar to control paper and board profiles. Eduard Kusters Maschinenfabrik remains the leading manufacturer in the field.

Under his leadership, the company added improved designs to the market that can control the nip zonewise. Kusters held membership in numerous professional associations in Germany. When he died in 1987, papermakers all over the world wrote to recognize his contribution to the paper industry: His invention made possible the breakthrough in the concept of paper machines as they are known today.

Ernst Mahler (1887–1967), chemist, executive vice president of Kimberly-Clark Corp., Neenah, WI

Mahler, born in Vienna, Austria, graduated with distinction from Technical University Darmstadt, Darmstadt, Germany. A specialist in cellulose chemistry and the scientific study of papermaking, Mahler joined Kimberly-Clark Corp. in 1914 as a paper chemist and established its R&D department—one of the first in the industry.

Kimberly-Clark developed the first creped wadding process in the United States. The commercialization of Mahler's wadding technology led to the development of a multibillion-dollar industry. The fluffy wadding product was first used as a substitute for cotton in surgical dressings during World War I. Kimberly-Clark subsequently developed household and personal care products using the process. Mahler also contributed to the development of the first refined groundwood pulp, the forerunner of today's book paper, and the development of the crescent former tissue-making process.

Mahler was a co-founder of the Institute of Paper Chemistry, serving as its first president and board chairman. He was also a co-founder of TAPPI, and in 1932 was honored with the Association's Gold Medal for contributions to the industry. Brown University awarded him an honorary doctor of science degree in 1937. After retirement, he also received honorary degrees from Lawrence College and Technical University Darmstadt.

In 1945, he served as an expert consultant in charge of paper production and helped organize the rehabilitation of the paper industry in Belgium, Holland, France, and Germany. He was also a member of the U.S. Reparations Commission in Russia, Berlin, and Potsdam. In 1946, he was awarded a certificate of appreciation from the War Department and the Presidential Medal of Freedom.

Mahler retired in 1952 after a 38-year career with Kimberly-Clark. He was active in numerous professional and community organizations. He and his wife had two children.

John N. McGovern (1907–1995), research scientist for USDA Forest Products Laboratory, Madison, WI

McGovern's career spanned government, industry, and academics. He was best known for his work with new pulping techniques, particularly improvement of semichemical pulping and development of chemimechanical pulping.

Following graduation from the University of Wisconsin in 1929, McGovern went to work as a research scientist for the USDA Forest Products Laboratory. He earned master of science and Ph.D. degrees from the University of Wisconsin. In 1954, McGovern joined Parsons and Whittemore as chief process engineer and vice president. From 1969 until 1975, he was professor of forestry at the University of Wisconsin.

McGovern's research on pulping of nonwood fibers expanded the raw material supply for manufacturers. As a professor, he promoted greater cooperation between the University of Wisconsin Forestry Department, the USDA Forest Services Forest Products Laboratory, and the pulp and paper industry throughout Wisconsin. At the Forest Products Laboratory, he was instrumental in devel-

oping the cold soda pulping process, which can convert 90% of raw wood to usable pulp.

At the end of World War II, McGovern served as scientific consultant to the International Corporation Administration, where he investigated the rebuilding of the pulp and paper industry in Europe. While with Parsons and Whittemore, he directed the process engineering work for more than 40 pulp and paper projects around the world and helped to improve the handling of wood and nonfibrous raw materials.

McGovern was a founding member of TAPPI. He was author of more than 150 papers and a contributor to college textbooks, reference books, encyclopedias, and TAPPI monographs. He was named a TAPPI Fellow in 1968 and received the Distinguished Service Award in 1986.

McGovern held membership in numerous professional organizations and also pursued an interest in biblical archaeology and ancient writing materials. He contributed to major exhibits organized by the University of Wisconsin's Department of Hebrew and Scientific Studies. McGovern died in March 1995 and was survived by three children.

William Rittenhouse (1644–1708), founder of Rittenhouse Paper Mill, Philadelphia, PA

Born Wilhelm Rittinghausen, this industry pioneer learned the papermaking trade at his uncle's mill in Mulheim, Germany, and later in Holland. In 1688, he emigrated to British North America and changed his name to Rittenhouse. In 1690, he and three partners established a paper mill on the Monoshone Creek near Germantown (Philadelphia)—the first in the Colonies. Before the mill was established, all paper was imported from Europe and taxed accordingly. The new mill provided a local source of printing, writing, and wrapping paper, as well as pasteboard. Recycling was a fundamental part of the operation, as all of the fibers for hand papermaking were obtained from discarded linen and cotton rags.

In 1706, Rittenhouse bought out his partners and became sole proprietor of Rittenhouse Paper Mill. He, and later his son Claus, built a versatile and well-trained work force, which eventually led to exponential growth of paper mills in Pennsylvania. Rittenhouse's enterprise proved that papermaking in America could be an economically sound business.

Rittenhouse died in 1708 and left the paper mill to his son Claus. For 20 years, Rittenhouse Paper Mill was the only paper mill in the Colonies. The business was operated by six generations of family descendants. In 1710, Claus' brother-in-law built a mill in Chestnut Hill. Subsequently, in 1729, the Willcox Ivey Mill was built in Chester County; and the growth continued. Rittenhouse's

descendants continued making paper at the Monoshone Creek site until the development of the fourdrinier changed the paper industry forever.

HALL OF FAME ORIGINS

The idea for the Paper Industry Hall of Fame dates to 1987, when the Institute of Paper Chemistry announced its plans to relocate to Atlanta, GA, from Appleton, WI. The move would also include the Dard Hunter Paper Museum. The number of visitors to Wisconsin's Fox River Valley area, rich in papermaking and paper history, led to the idea of starting a Hall of Fame. In 1992, a group of former and current paper industry executives in the Fox River Valley met with the Neenah Historical Society to develop the concept and format of the PIHF. In September 1995, the Charter Members were inducted at the first awards dinner.

The PIHF board has expanded and has begun long-range planning for a facility to house memorabilia and artifacts from the paper and allied industries. To broaden the PIHF scope beyond its initial Fox River Valley focus, an advisory board will serve to represent other papermaking areas including all of North America, South America, Norway, South America, Sweden, Finland, Germany, and Asia.

CHARTER MEMBERS

The Charter Members of the PIHF were inducted in September 1995. They are:

- William R. Kellet, retired president of Kimberly-Clark Corp., Neenah, WI
- John Alfred Kimberly, deceased, co-founder of Kimberly-Clark Corp., Neenah, WI
- Elis Olsson, deceased, founder and chairman of Chesapeake Corp., West Point, VA
- Jaakko Poyry, founder and chairman of Jaakko Poyry Group Consulting Engineers, Vantaa, Finland
- Richard B. Scudder, founder, president and chairman of Garden State Paper Co., Garfield, NJ
- Johannes A. Van den Akker, emeritus professor of physics at The Institute of Paper Chemistry, Appleton, WI.

For further information regarding nominations or the "Friends of the Paper Industry Hall of Fame" campaign, write to The Paper Industry Hall of Fame, P.O. Box 336, Neenah, WI, 54957-0336. A videotape of the 1996 induction ceremony is available from the PIHF for US\$26, including shipping and handling. **TJ**

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