



MAC PAPERS LAUNCHES AI-POWERED CUSTOMER SERVICE PLATFORM, MIA, TO ENHANCE CUSTOMER EXPERIENCE

Helping users quickly access inventory information, order status and real-time support.

JACKSONVILLE, Fla., Aug. 6, 2026 – MAC Papers and Packaging, a pre-eminent supplier of paper, packaging, facility supplies and equipment throughout the Southeastern United States, has launched MIA, a powerful new customer service platform. MIA leverages artificial intelligence and MAC's more than six decades of product expertise, customer insights and operational experience to supercharge the customer experience by providing product recommendations, real-time inventory visibility and improved service from order placement through invoicing.

MIA – short for MAC in Action – provides MAC customers, Customer Success teams and sales professionals with 24/7 support through chat via MAC's website or by calling MAC's existing customer service numbers. MIA can respond to requests regarding pricing, product availability, delivery times, order placement and tracking, as well as customer service inquiries.

MIA is designed to access detailed product specifications and expansive product knowledge to help MAC's customers and commercial teams identify the most effective solutions for their needs. Drawing on MAC's extensive industry knowledge, the innovative platform provides tailored recommendations based on purchasing history, prior product usage and customer-specific needs identified during an interaction.

With more than 4,500 customers already leveraging MIA's enhanced capabilities, the platform continues to expand, recently adding support for Spanish-language interactions.

MAC Papers CEO Ian Forrest observed, "MIA is the latest in a series of substantial investments MAC is making to drive improved customer interactions and outcomes, building on what we've done for more than 60 years: draw on our unmatched inventory and industry-leading expertise to deliver what our customers need to win, every day."

Forrest continued, "By helping customers navigate the complexity of thousands of SKUs across 21 locations in eight states, MIA makes it easier to identify the right solutions and ensure they are available when and where they're needed. That's giving existing and prospective customers across the Southeast U.S. all the more reason to Make It MAC."

To explore MIA's capabilities, customers can visit the newly redesigned MAC website at www.MACpapers.com to access the company's [EZ MAC CONNECT](#) order entry portal.

Part of the Customer-Focused Growth Vision Led by CEO Ian Forrest

MIA is a key example of the ongoing investments MAC is making as part of CEO Ian Forrest's customer-focused growth strategy, which is designed to:

- further expand the depth of MAC's product offering through targeted inventory investments focused on customer specific requirements

- modernize MAC's commercial and regional structure to leverage MAC's expertise and resources in support of customer needs
- revamp the company's expansive distribution network to improve on-time, every-time delivery
- enhance converting, wide-format and packaging design capabilities while investing in e-commerce, customer service and digital tools to make it easier to innovate and do business with MAC.

About MAC Papers and Packaging

Founded in 1965, Jacksonville-based MAC Papers and Packaging is a leading supplier of fine paper, packaging, wide format and graphics, and facility supply materials and equipment in America's fastest-growing region, with 21 distribution locations across five regions headquartered respectively in Orlando (Central Florida), Miami (South Florida), Atlanta (GATV), Charlotte (Carolinas and VA) and New Orleans (Delta).

Find a full description of MAC products at <https://www.MACpapers.com/products/> and of locations and their service areas at <https://www.MACpapers.com/markets/>. To order online from the company's EZMAC Connect e-commerce system, go to <https://www.ezMACconnect.com/portal/login>

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