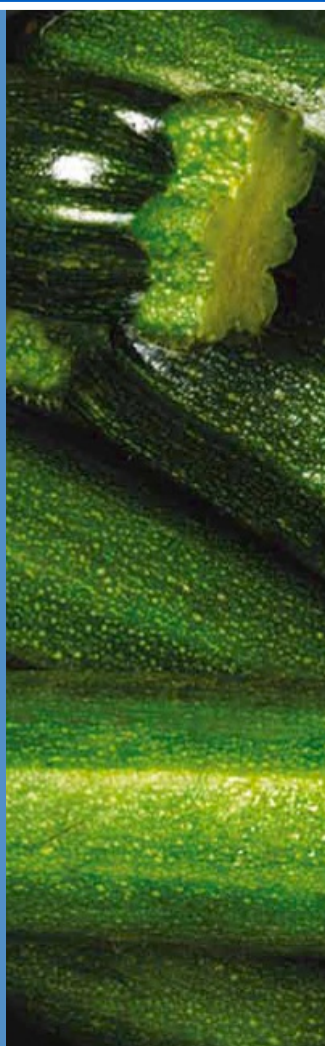


# PAPER GLOBE



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## Inspired to produce Excellence for You

### Magno – Let us introduce you to the extended Magno range

**Sappi Magno understands the effort you put into each print project, carefully selecting the ideal inks and machine settings. That's why, to complement your printing skills, Sappi Magno adds extraordinary print detail. The result? Brilliant images, time after time, page after page. From front to back cover.**

Sappi Magno is the world's favourite coated fine paper and is a highly trusted brand. It unites three key qualities important to your business: high consistency, excellent printability and value for money. Rich and vibrant in colour and detail, Sappi Magno is a promise proven in millions of copies of printed matter. Every day, all over the globe.

Under the theme "Express yourself in colour" Sappi recently launched its extended Magno range with new promotional material. Magno now provides an even more comprehensive range of surfaces, tactile properties and weights to cover all your needs.



## Inspired by Life

At Sappi we are inspired. By our insights. By the knowledge we glean from what we see around us. By the people we meet and interact with. By the value our products bring to people. By nature and by life itself.

We are inspired by the world around us. We use this inspiration to create, develop and market products that are sustainable and relevant to our customers. Products that enrich the lives of billions of people the world over.

All of our products have as their source wood fibre, a natural, renewable material sourced from sustainable, well managed forests and plantations. Not many companies in the world can say that their products are renewable, recyclable and biodegradable. Sappi can. Which is why we can build on our proud heritage and look with confidence to the exciting prospects ahead of us.

**What inspires you?**

# sappi | Magno™



## Gloss

Whilst the well known **Magno Gloss Star** remains all about detail – detailed image reproduction, superior gloss levels and optimal shade, the new additional **Magno Plus Gloss** gives the choice of a thicker sheet. Although not as smooth or glossy as Gloss Star it still reproduces images and colours beautifully and shares the crisp white shade.

## Silk

The silk coated range headed up by **Magno Satin**, which gives an incredibly smooth silk surface that allows detailed image and vivid colour reproduction with low gloss un-printed areas, is now joined by **Magno Plus Silk** and **Magno Rapid Silk**.

**Magno Rapid Silk** uses Sappi's innovative, award winning Tempo technology and is a very unique paper. Not only does it have a luxurious surface feel but **Magno Rapid Silk** also gives ultimate productivity gains by allowing jobs to be converted in half the time of other silk papers.

## Matt

The matt coated papers range features **Magno matt**, Magno's smoothest matt offering. Like Gloss Star & Satin it offers Sappi's best matt surface for image and colour reproduction. **Magno Plus matt** exhibits a different feel with the same shade.

If you are in need of a high bulk paper with an incredibly smooth, rich surface then **Magno Volume** is the right choice for you. If you require even more bulk, try **Magno Bulk**, the ultimate high bulk matt surface paper.

## Natural

The latest addition to the Magno range is **Magno Natural**, an uncoated offset paper. **Magno Natural** allows exceptional levels of print quality on an uncoated paper and its smooth uncoated surface gives images real life results with natural warmth.

## Discover a world of creativity

Get familiar with the innovative new Magno range features by ordering the latest promotional materials. The Magno swatch book tells the story of how international chefs use colour and texture in cuisine and the similarity with printers and designers using Magno papers.

Sappi asked three chefs from different culinary backgrounds to push their artistry and prove the quality of Magno papers. Savour the results on the pages of the new Magno swatch books serving up superb ink lay and printability.

They contain printed samples of a selection of weights using a variety of finishing techniques. Choose Magno and you'll find the perfect choice for virtually every print project.

# Inspired to produce Excellence for You

sappi | Galerie™

Galerie – Let us Inspire you



**What are the qualities of a first-class coated publication paper tailored for end use in publishing and advertising? Does it perform over a wide range of basis weights and offer a yield advantage? Sappi Galerie does it all, and adds the assurance of high quality visual reproduction and reliability. The results? Sappi Galerie is the most widely-used grade in publishing.**

**Sappi Galerie brite** is the preferred choice for high quality magazines and publications as its improved brightness makes publications timelessly beautiful.

**Sappi Galerie Fine** is unsurpassed when brilliant image reproduction is required. Sappi Galerie Fine is a benchmark when publishing the perfect magazine.

**Sappi Galerie Fine Silk** is the benchmark when it comes to the superb reproduction of stylish images in a silk finish. Its top print quality seduces with smooth precision.

**Sappi Galerie lite** performs beyond expectations even in the ultra-light basis weights. This publication paper is an encounter with ultimate lightness.

**Sappi Galerie Silk** stands out as its silky finish provides the highest level of readability. Its refined quality creates a masterpiece of captivating contrasts.

## Galerie Magazines

Check out the new individual magazines “Inspire”. They are available for each of the five Galerie brands. Each magazine showcases the brand’s full range of grammages and describes its characteristics and advantages, supplemented by beautiful imagery. The Galerie Brite magazine includes new grammages 70 and 80.

If you plan a marketing event and want to support your clients with fancy promotional tools of their favourite publishing grade, get in touch with your local Sappi Trading office and check out the Galerie Notebook, the Galerie Laptop Sleeve, and Galerie Roll up banners.



## Inspired to Progress

You hear it everywhere: Information is power. Now more than ever, we understand the critical role information plays in so many aspects of business and life. It drives our communication, our decision making, and our reactions to our environment.

Ensuring that our customers, shareholders and other stakeholders can access product, company information and - even more importantly - order information by tracking and tracing as well as downloading documents via the **e-Commerce** site whenever it suits them, Sappi recently re-designed its website.

Being an important voice for the company and a critical component of our engagement with our stakeholders, Sappi has ensured that the new site is geared towards their needs, making it easy and intuitive to find up-to-date and region-specific information on Sappi products, initiatives, campaigns and technical support.

The website carries forward Sappi's global brand position - **"Inspired by life"** – and brings home the message that paper remains an integral part of our daily lives for education, effective communication and responsible packaging and that forest products is an integral part of the low-carbon economy we are all working towards.



It also features **Sappi Positivity**, the latest and interactive campaign from Sappi Fine Paper Europe on how the 3P's – People, Prosperity and Planet – affect our lives. Watch, read, like and share the many positive stories our 3P efforts have led to.

The website is dynamic and will therefore grow and develop as we receive feedback from you and other users of the site. Your ideas count, so please feel free to provide your comments to Liza Koen, Communication Manager Online (Liza.Koen@sappi.com) and Andre Oberholzer, Group Head Corporate Affairs (Andre.Oberholzer@sappi.com).



## Inspired to Innovate

Napoleon Bonaparte may have disappointed his Josephine, but he did not disappoint the world of food packaging. In 1809, he offered 12,000 francs to anyone who could preserve food for his army and up stepped Parisian chef, Nicholas Appert, who had discovered that food sterilised by boiling and then sealed in tin containers could be preserved for long periods.

### Packaging's role

Two hundred years on, packaging has developed and evolved alongside the development of a global supply chain. Transportation networks have lengthened and industrialised countries have increasingly looked towards agriculturally-based, developing countries to satisfy their food requirements. Because consumer goods now travel far greater distances than ever before, the packages in which they travel must be more durable to protect products.

Packaging today also has an important role in the marketing of the product, as well as to convey information – much of it required by law – to the consumer. The customer's convenience is yet another important consideration and packaging now plays a vital role in minimising the amount of effort required to prepare and serve food. Items such as oven-safe trays, boil in the bag and microwaveable packaging allow customers to cook an entire meal with virtually no preparation.

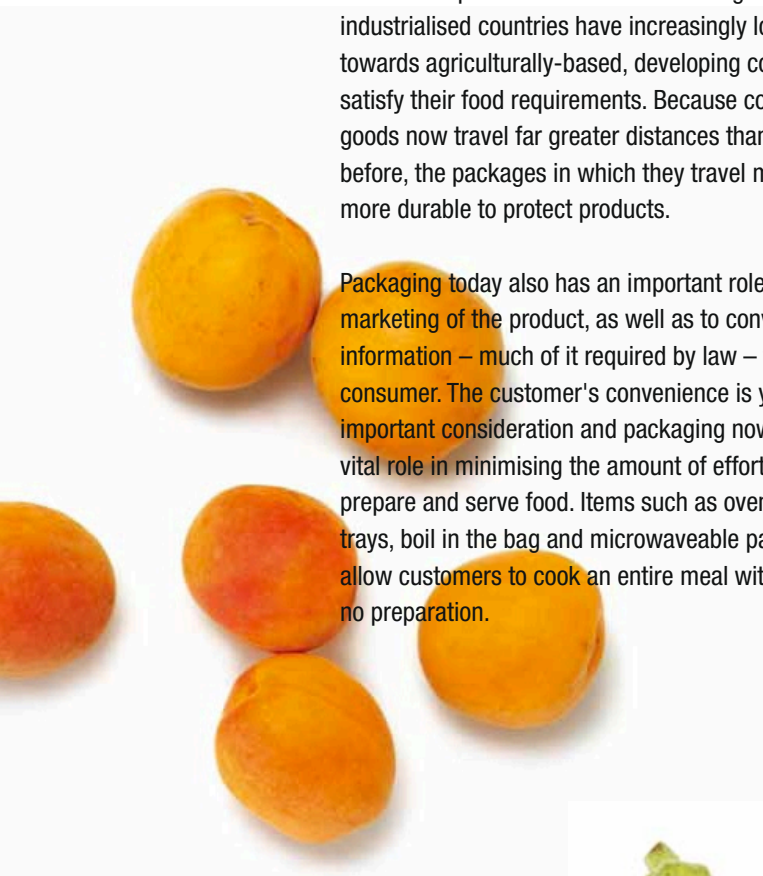
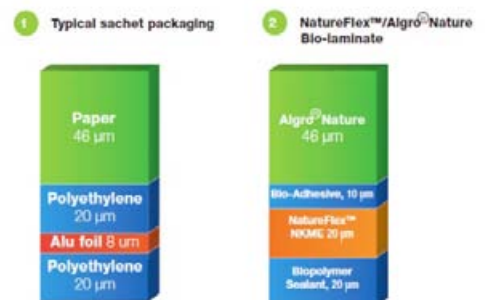
### Marrying Paper and Bioplastics for Sustainable Packaging

Collaboration is becoming a new and important source of innovation and competitive advantage. No longer is the creation and pursuit of new ideas the bastion of large, central R&D departments. Innovations are increasingly brought to the market by networks of firms, selected for their unique capabilities and comparative advantages, operating in a co-ordinated manner.

Sappi Fine Paper Europe has teamed up with bioplastics producer Innovia Films to deliver superior innovation and to tackle the challenge of food packaging waste. Combining their capabilities in bioplastics and paper technologies, this partnership has worked to produce the first completely bio-based, renewable, recyclable and compostable paper and bioplastic packaging.

### Wrapping Up

The “Algro Nature/NatureFlex™” project aims to create a sustainable, bio-based certified EN 13432 paper/film laminate, as an alternative to traditional paper/oil-based film laminates that are less friendly to the environment. At the same time, the laminate also has excellent oxygen and water vapour barrier properties compared to traditional paper/film laminates, meaning that it can compete on quality as well as sustainability:



## Inspired to Innovate

The Algro Nature/NatureFlex™ packaging concept removes waste flexible packaging from landfills and reduces the use of flexible packaging based on conventional film made of fossil-based resources. The Algro Nature/NatureFlex™ packaging concept is based on materials which are organically recyclable (composting, anaerobic digestion) and do not compete with the human food chain.

Producing biodegradable packaging for foodstuffs and other comestible goods allows consumers and producers alike to put as much as possible back into the earth, meaning more effective stewardship of our environment and our surroundings.



### About Sappi

Sappi is a world leader in sustainable specialty papers, with products like Algro Nature, a home compostable, one-side-coated, flexible packaging paper that is fully renewable, recyclable and bio-based – yet presents the same level of quality and strength as conventional papers. For more information about Sappi's Specialty grades visit [www.sappi.com](http://www.sappi.com) – Products – EU Specialities or contact your local Sappi Trading office.

### About Innovia Films

Innovia Films, a leading global producer of speciality high performance Biaxially Oriented Polypropylene (BOPP) and Cellulose films for packaging and labels, leads the way in its field with NatureFlex™, a flexible cellulose film manufactured from renewable wood pulp that is fully renewable and certified compostable according to various industry standards.

<http://www.innoviafilms.com/>



Sappi Trading  
Printers of the Year  
Awards 2012

Sappi is now inviting printers to participate in the biennial Sappi Printers of the Year awards. The search for the best print has already begun. Send us your outstanding print on Sappi paper now!

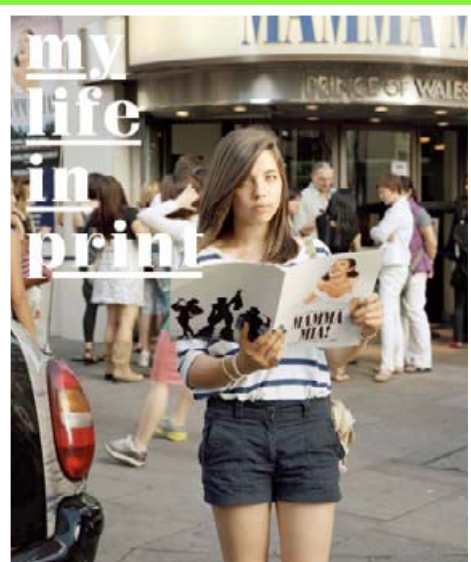
All entries must be commercially printed on, or mainly on, a Sappi grade of paper. For information on Sappi's papers and stockists contact your local Sappi Trading office or visit [www.sappi.com](http://www.sappi.com). All entries must have been printed between 1 January 2010 and 31 December 2011.

## FINAL CALL

Download the entry form at  
[www.sappi.com/PrintersOfTheYear](http://www.sappi.com/PrintersOfTheYear). The  
deadline for entries is 31 January 2012.

## Inspired to Motivate

### My Life in Print



Intimate snapshots of our personal relationship with paper: Sappi launches 'My Life in Print' capturing the special significance and importance of paper in our daily lives.

My first concert ticket, my first passport full of travel stamps, my first school photo, the first book I read on my own, the newspaper printed the day that I was born – isn't it interesting that the majority of our most important 'firsts' symbolising key periods in our lives are paper based?

In an increasingly digital world, with all the benefits and distraction that it brings, it is easy to forget the continuing power and importance of print. The significance, enduring nature and adaptability of paper is the core theme reflected in Sappi Fine Paper Europe's new publication – My Life in Print

LIFE  
WITH  
PRINT

A 44-page, large format publication exploring the richness that print brings to the lives of people in all sorts of places and in all sorts of situations. Starring 16 individuals, each with a small personal story to share ...

My Life in Print, just released by Sappi Fine Paper Europe, celebrates the richness that print has brought, and continues to bring, to the lives of people in all walks of life, in all sorts of situations and for all sorts of reasons. A myriad of examples in a creatively and specially designed publication that looks a magazine but reads like a book, reflect how print and paper is integral to our daily lives. In it, fascinating content on subjects ranging from print and the environment, to print and business, to print and the intimate detail of people's lives, is shared with curious readers.

The book contains 5 chapters exploring how print puts us in touch with ourselves; the unique place of print in the media mix; why print and paper are key to a sustainable future; the enduring adaptability of print and paper; and how print allows us the space to be

who we really are. Intimate stories using real life examples bring our relationship with paper to life in a relevant and meaningful way.

This latest publication by Sappi Fine Paper Europe belongs to the Life With Print (LWP) initiative, the objective of which is to show the efficient and effective use of the right media mix.

If you would like to obtain a copy of our book, please contact your local Sappi Trading office and a copy will be sent to you free of charge or download a copy from [www.sappi.com](http://www.sappi.com).

#### About Life With Print

Geared towards professionals in the communication business, LWP was launched by Sappi in 2004 in order to promote print as medium for communication. This global initiative is run by Sappi in Europe, North America and South Africa. Further information can be found on [www.sappi.com/Support and Sponsorship/Life With Print](http://www.sappi.com/Support and Sponsorship/Life With Print).

## Inspired to Invest in Growth

**In November, Sappi announced major investments which reflect Sappi's confidence that the North American region can play a significant role in the global chemical cellulose market, complementing already strong market positions in release and fine papers.**

### Somerset Mill

The US\$13 million capital project at the Somerset Mill includes upgrades to the existing gap former on PM3, improving its cost structure and allowing the production of a broader range of products on the machine. The PM3 rebuild project is slated for completion in fall 2012.

Somerset Mill opened in 1974 and lies on 2,500 acres of land in central Maine. Each of the three paper machines at the mill use SFPNA's patented online finishing technology. The paper Sappi produces here is primarily used for high-end magazines, books and catalogues. Somerset Mill was designed for optimal operational and environmental performance. It generates most of its own electricity and supplies all of its own water and steam. The power plant could provide enough electricity for a city of 30,000 people. The mill uses Elemental Chlorine Free (ECF) bleaching, which is considered by the EPA to be the Best Available Control Technology. Somerset achieved triple Chain of Custody certification from the Forest Stewardship Council, Sustainable Forestry Initiative and the Programme for the Endorsement of Forest Certification. The wood procurement system is also certified to the Sustainable Forestry Initiative's Fibre Sourcing standard.

### Cloquet Mill

A US\$170 million capital project has been approved to convert the kraft pulp mill in Cloquet, Minnesota to chemical cellulose to be used in the production of textiles and various consumer goods. The planned



Cloquet Mill

conversion is slated to come online in 2013 and once complete will allow the production of 330,000 metric tons of chemical cellulose per year.



*"The chemical cellulose conversion project at the Cloquet Mill is consistent with our announced strategy to diversify further into this fast growing segment," said Ralph Boëttger, Chief Executive Officer Sappi Limited. "The low cost position of Sappi's Cloquet pulp mill will provide an attractive platform for growth with our current chemical cellulose customers as well as open up new markets to us."*

Sappi is currently the world's largest manufacturer of chemical cellulose out of its Saiccor Mill in KwaZulu-Natal, South Africa. The Cloquet project, together with the earlier announced expansion at the Sappi Ngodwana Mill in South Africa will bring Sappi's total chemical cellulose capacity to over 1.3 million metric tons per year.

Chemical cellulose is a wood based product and is mostly used to make viscose fibre for textiles. It is also a crucial component in food, personal care and pharmaceutical products.

## Sustainability

### Sustainability's 3 P's

A recent edition of Pulp & Paper International featured an extensive article in the "environmental matters" section about Sappi Fine Paper North America's new Environmental Quotient (eQ) blog.

Jennifer Miller, EVP, Strategic Marketing and Chief Sustainability Officer at Sappi Fine Paper North America, talked to Graeme Rodden, the Executive Editor of the publication about how the 3P's – People, Prosperity and Planet – form the basis of Sappi's commitment to sustainable development.



She also explained the origin of Sappi Fine Paper North America's eQ brand and introduced the eQ Journal, a print and online publication that looks at various aspects of SFPNA's holistic approach to sustainability such as carbon footprint and carbon management. The purpose of each eQ Journal is to elevate the readers' environmental knowledge.

The eQ blog (<http://eq.tumblr.com>), authored by Laura Thompson gets a mention, too. Launched in May 2011, the blog takes SFPNA's desire to be engaged and interactive to the next level. "Laura's blog provides real time immediate dialogue to entice response. It is our commitment to transparency", Jennifer Miller says.

Recent posts have covered such topics as single stream recycling, the high content of recycled fibre in Canadian-made packaging paper, the carbon disclosure project, why a company's paper procurement policy is important and many more.

The full article can be read at <http://www.ppimagazine.com/ppiissue/201109?pg=26#pg26>



Visit <http://www.na.sappi.com/eQ> to learn about sustainability and engage in the dialogue.

# Sustainability

## Recycled Fibre: Environmental Friend or Foe?

Everyone agrees that recycling is the right thing to do. But how and where to use recycled fibre does not have a one size fits all solution. With some paper products, such as coated woodfree, higher recycled content can actually equate to a higher carbon footprint.



One of the key environmental attributes of paper is that it can be easily recycled and used to make new products. In fact, paper is the most recycled material in the world today, with recovery rates ranging from 60 to 75% in North America and Western Europe. Over the next 15 years, recovered paper is expected to grow from 43% to 61% of total global fibre supplies<sup>1)</sup>.

The key environmental benefits of recycling paper products are: 1) the avoidance of landfill space use, and longer life of landfill sites, and 2) the avoidance of paper degradation in landfills and the resulting release of methane during that process (methane is a powerful greenhouse gas and contributes to climate change).

In the papermaking process, wood fibre can be recycled an estimated 4 to 7 times, after which the fibre breaks down and can no longer be used to make paper. In other words, recovered paper is not an infinite source of raw material. To make the global fibre cycle work, a continual input of 35 to 65% of fresh wood fibre is needed depending on the grade of paper manufactured.

### Responsible use of recovered paper

Today, most recovered paper is used as a raw material in packaging grades such as carton board and paper board because the manufacture of these grades does not typically involve deinking and/or bleaching<sup>1)</sup>.

Therefore, the processing is generally less costly and may also have less environmental impacts than when deinking and bleaching are required.

Over 90% of recovered paper in the world is used in grades other than printing and writing grades, such as newsprint, tissue, container boards, and other packaging or board products. Approximately 6% of the global recovered paper supply is used in printing and writing grades, and this percentage is forecast to increase only slightly by 2025. Most of the forecasted increase is in container boards, carton boards and tissue paper<sup>1)</sup>.

The distance between the recovered fibre source (usually areas of large population density) and the mill site is a key factor to consider when using recovered paper as a raw material. It is typically more economical to have short transportation distances to make the

<sup>1)</sup> Source: Jaakko Poyry. 2009. World Fibre Outlook up to 2025, 2009 edition, Volume 1, Executive Report

## Sustainability

### Recycled Fibre: Environmental Friend or Foe?

paper life cycle more efficient from an economic point of view, but also to minimize the carbon footprint of transporting raw materials.

In graphics applications, customers often require paper with good printing qualities and paper that will run well, without breaking, on high-speed printing presses. These quality requirements often require the use of fresh wood fibre as a raw material, instead of deinked pulp from recovered paper. Sheet strength and printing quality can vary tremendously depending on the type and quality of deinked pulp used. Furthermore, poor runability on press can lead to higher waste generation.

Clearly, the act of recycling paper is beneficial for the environment, but the responsible use of recovered paper as a raw material to make new products should take into account economic and environmental consequences. Sustainable use of recycled fibre means using it in the right locations and in the right paper grades. As a guideline, the United States Environmental Protection Agency (U.S. EPA) has recommended significantly different levels of total recovered fibre in certain paper grades, ranging from 10% for printing and writing grades to 100% for newsprint and packaging grades.

Learn more about the use of post consumer waste and its impact on the environment. See why higher levels of PCW can actually increase greenhouse gas emissions and compromise the quality of fine paper. Watch the "Another look at PWC" video on YouTube (<http://www.youtube.com/watch?v=zrbvSOVJyZM&lr=1>) or via the [sappi.com/eQ](http://sappi.com/eQ) site.

Alternatively download the eQ Insights bulletin (in pdf form) "Sustainable Use of Recycled Fibre".

