

We all want different things from a paper.

“Just give me
a quality sheet
that elevates
my design.”



“When I put a
sheet on press,
I don’t want to
sweat bullets
wondering how
long before I
have a problem.”



“Sure, I love great
paper. I need
great paper. But
I can’t ignore
this thing called
a budget.”

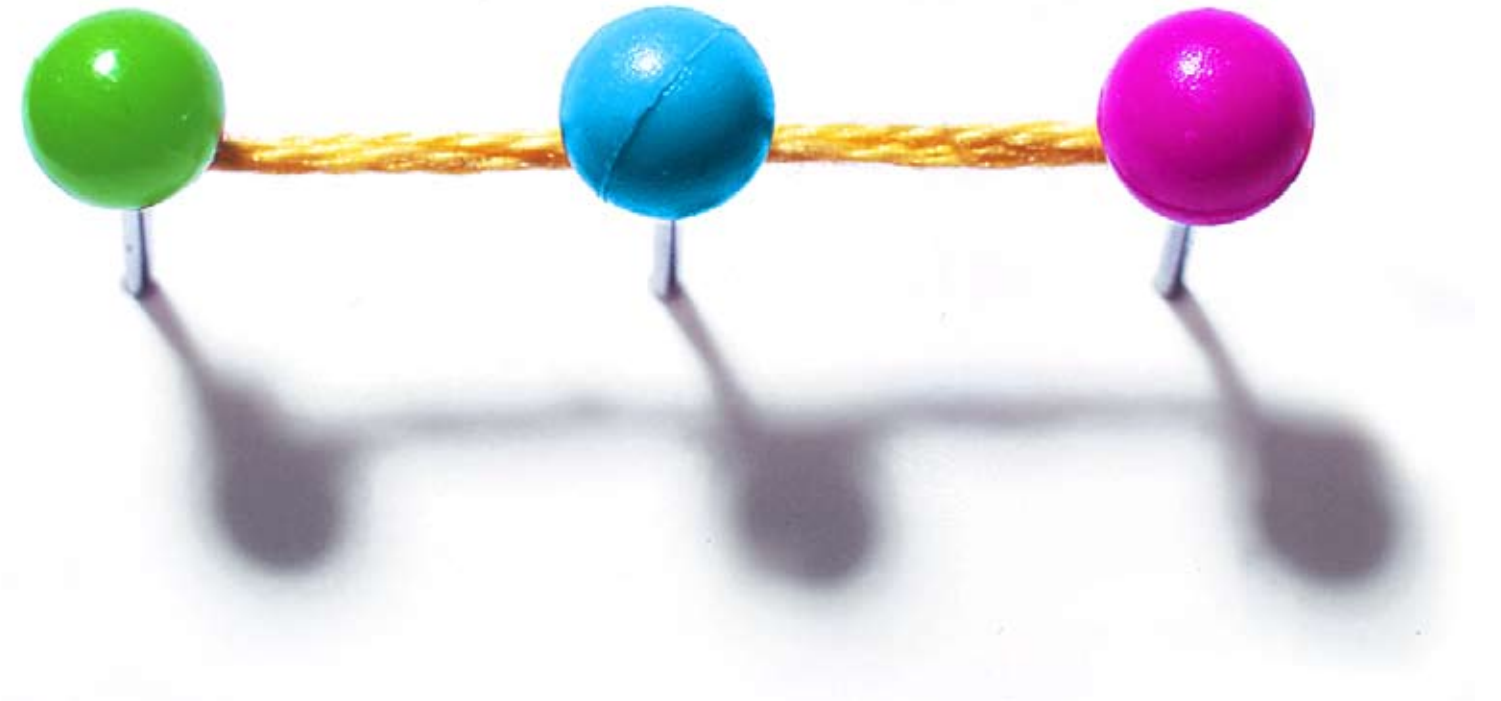


**So is it possible
that one paper
can be all things
to all people?**

**A designer's
go-to
quality
sheet.**

**A printer's
ideal
workhorse
brand.**

**The answer
to a corporate
marketer's
prayers.**



**Well, not only
is it possible.
It's a reality.**

**And it's
called
Opus.**

We like to think of it as “The Great Uniter” because it’s the one sheet capable of bringing designers, corporate marketers and printers together. Don’t worry. You all don’t have to hold hands or anything. But in these somewhat crazy, pressure-filled times, it doesn’t hurt for all of us to try and get together and love one kind of paper right now.

nyc

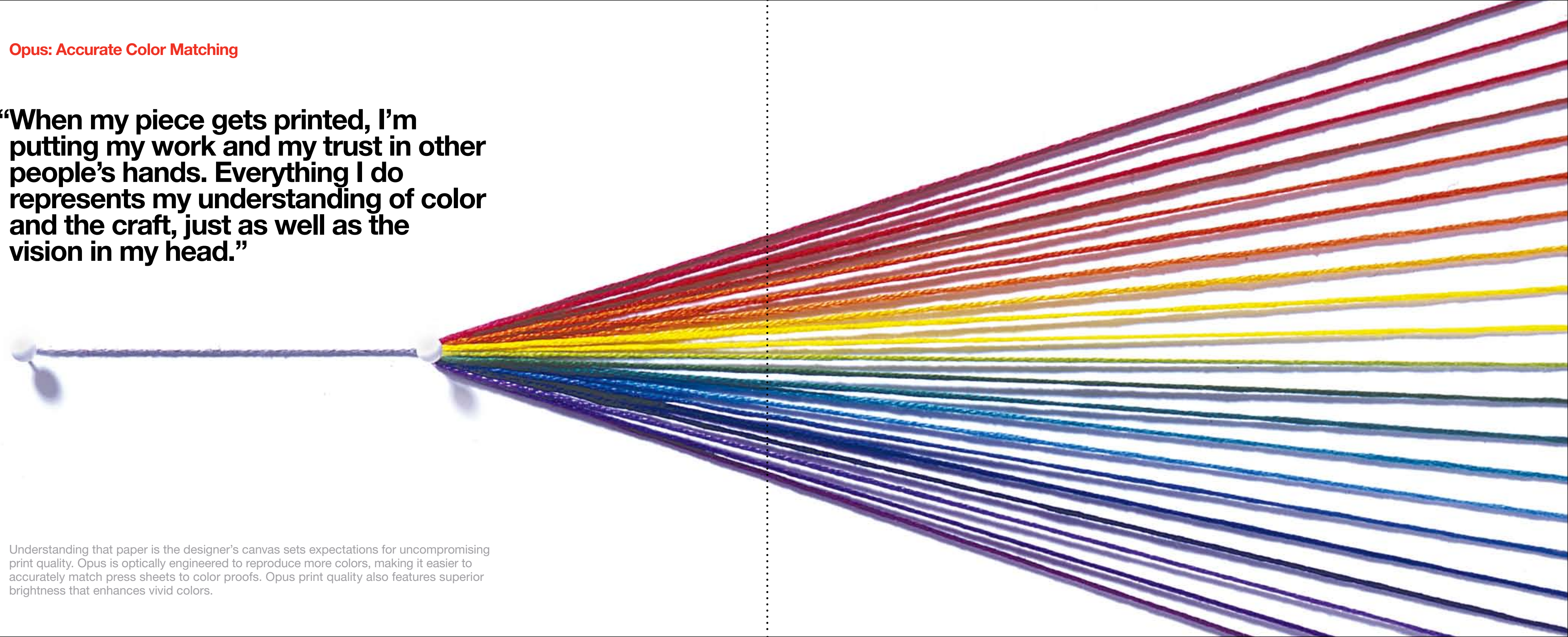


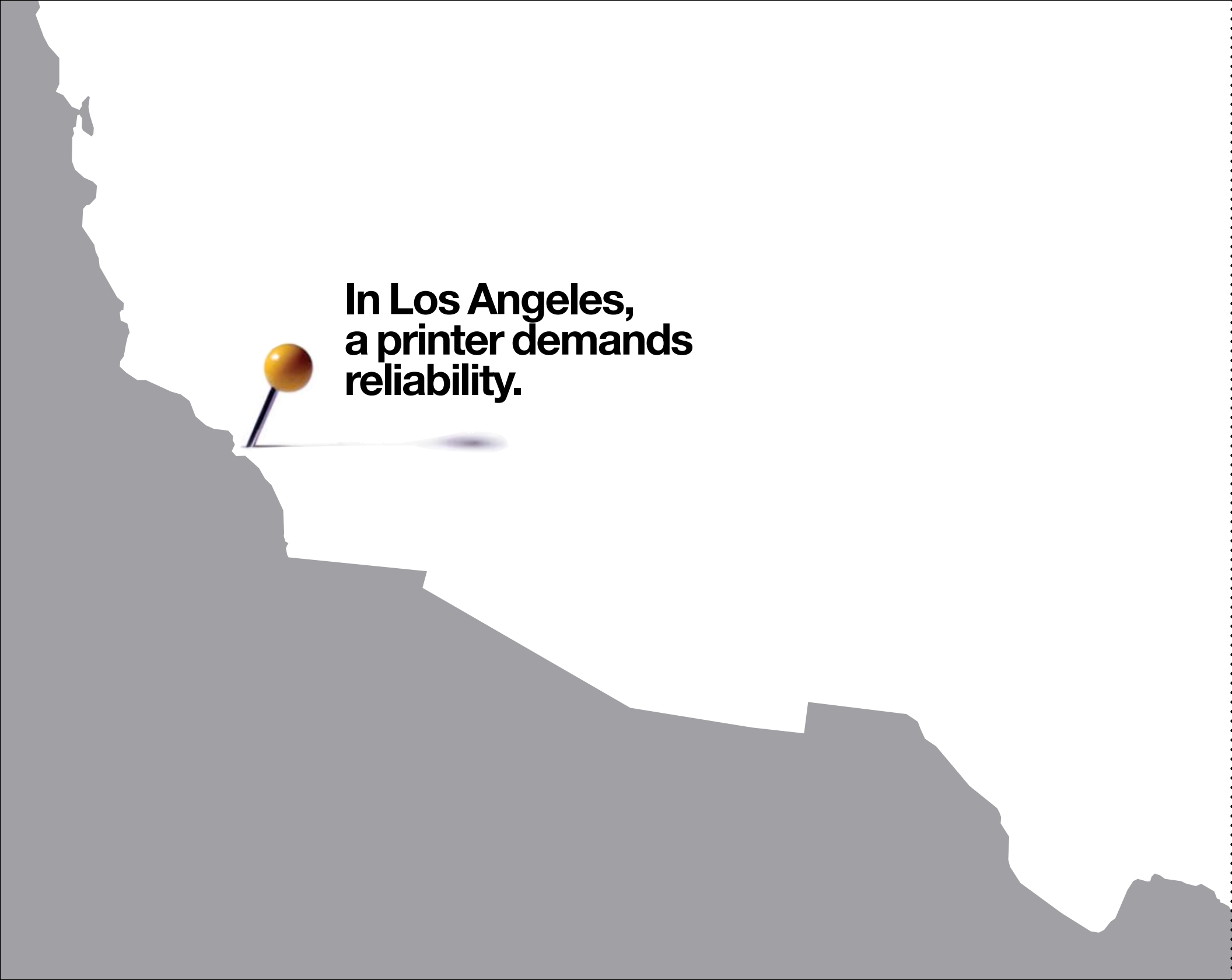
**In New York City,
a designer
wants her
work to look
amazing.**

Opus: Accurate Color Matching

“When my piece gets printed, I’m putting my work and my trust in other people’s hands. Everything I do represents my understanding of color and the craft, just as well as the vision in my head.”

Understanding that paper is the designer’s canvas sets expectations for uncompromising print quality. Opus is optically engineered to reproduce more colors, making it easier to accurately match press sheets to color proofs. Opus print quality also features superior brightness that enhances vivid colors.





**In Los Angeles,
a printer demands
reliability.**

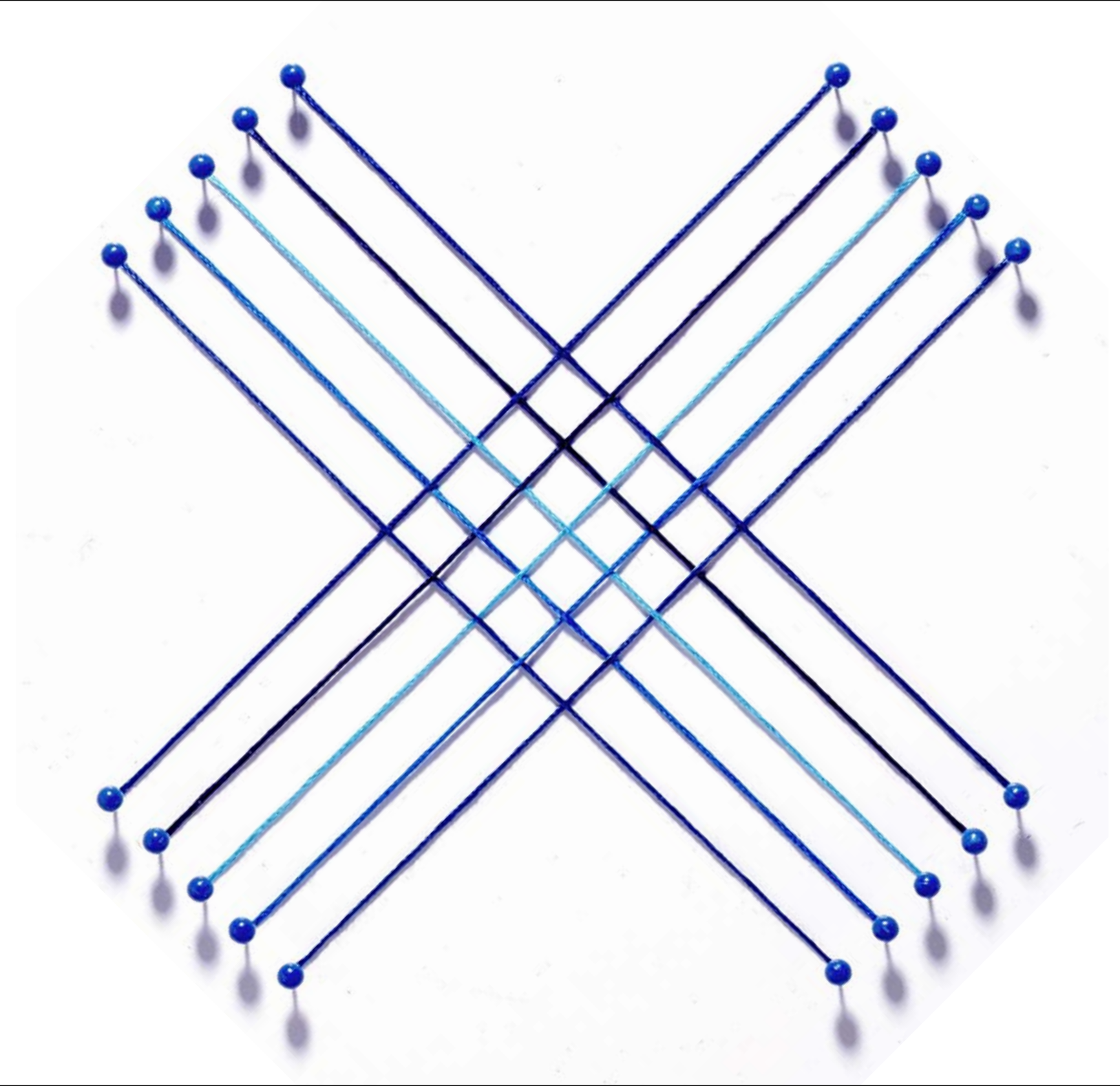


la

Opus: Heft and Stiffness

**“I can’t afford a web break on press.
I need every measure of reliability I can
get to make sure I stay up and running.”**

At its core, Opus was envisioned, developed, produced, tested and engineered for the printer. Sappi made Opus to make sure pressroom efficiency was never compromised. It has greater heft and stiffness which give it a higher quality feel than any competitive grade at the same basis weight. This also means Opus is unrivaled in its durability—so it can hold its own under the toughest press and bindery conditions.



A grey silhouette of the state of Texas is shown on the left side of the image. An orange pushpin is stuck into the map, with its point resting in the Houston area. A thin grey line extends from the pushpin's head towards the top of the frame. The text "In Houston, a publisher is looking for simplicity." is written in a bold, black, sans-serif font over the lower part of the Texas map.

**In Houston,
a publisher
is looking
for simplicity.**

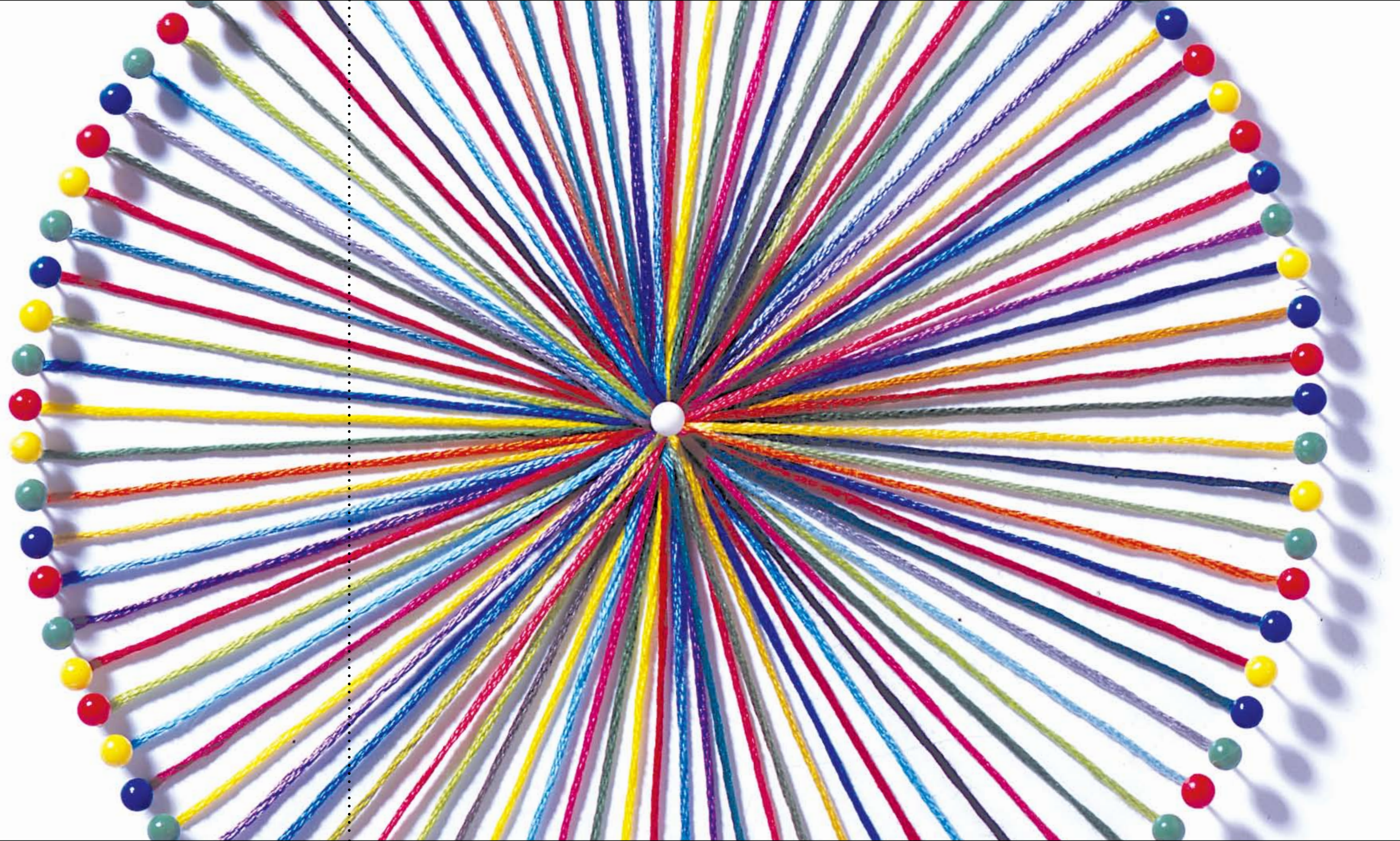
The right half of the image has a solid orange background. Large, white, lowercase letters "hou" are displayed in a bold, rounded, sans-serif font. The letters are positioned on the right side of the image, with the "h" and "o" being significantly larger than the "u".

hou

Opus: Versatility

“I hate to use the most overused phrase out there, but I need the paper to make my life easy.”

These days, being green is a given. But if a paper can't deliver the desired specs, the deal is off. With the broadest range of paper weights and finishes of any Sappi brand, Opus makes for an ideal do-it-all solution for almost any project—small or large, gloss or dull, matte or satin. So why go through the headache of specifying a slew of sheets for different jobs if one will do the trick? The simpler, the better.



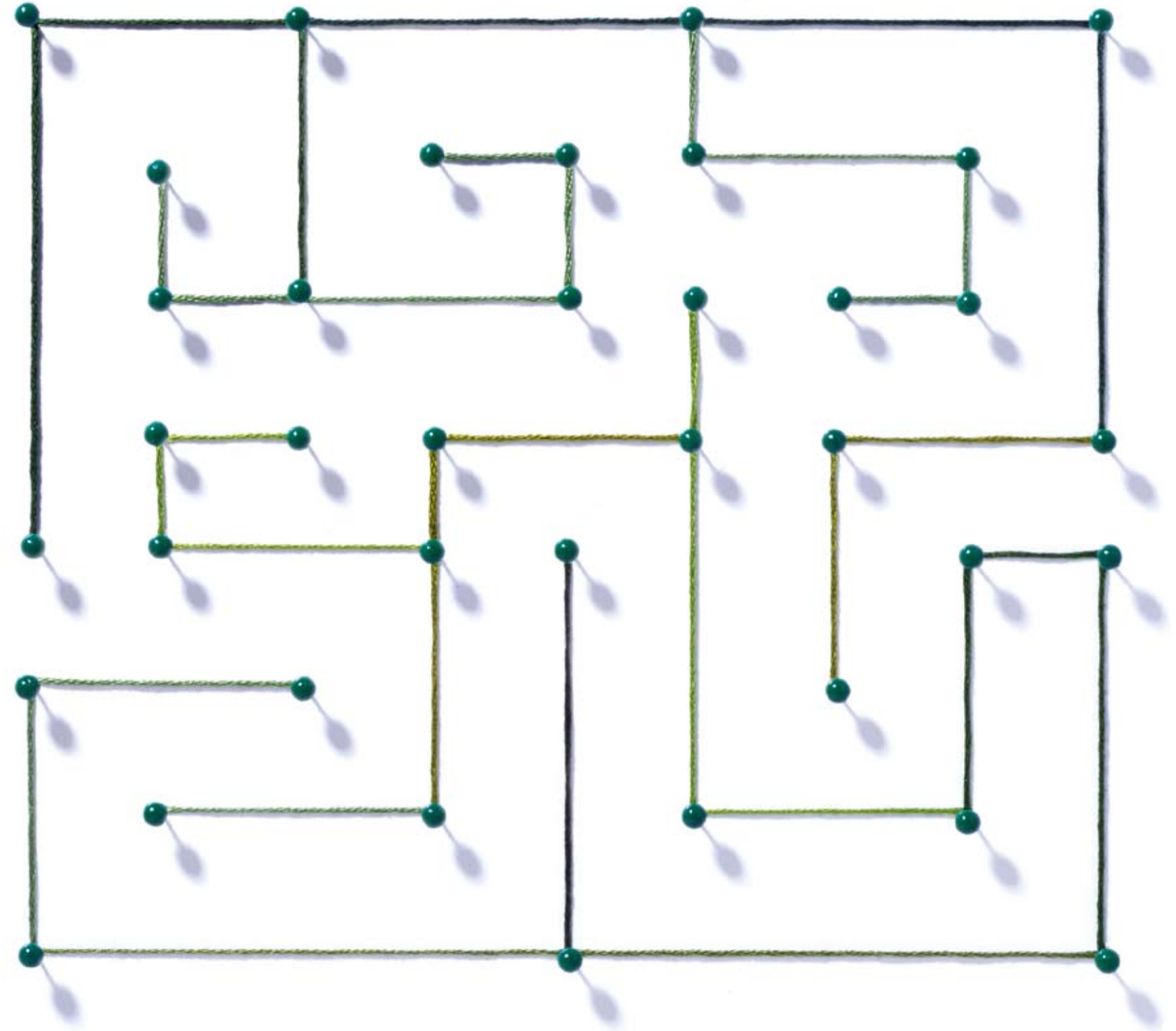
atl



**In Atlanta,
a corporate
marketer
wants to be
green.**

“It’s not complicated. It’s an overall trend. When specifying paper, my job is becoming less and less about the paper’s press attributes and more and more about its environmental character.”

It’s a tough maze to navigate these days: preserving the integrity of your company’s communications while being a responsible corporate citizen. Paper choice will always be a reflection of your company, your brand and your position on sustainability. As an environmentally responsible paper, Opus sheets feature 10% PCW content, FSC Chain of Custody and SFI Fiber Sourcing certifications and 100% of the electricity used to manufacture Opus sheets is Green-e certified renewable energy. Opus web is manufactured with 10% PCW content and can be manufactured with up to 30% PCW content upon request. 100% of the electricity used to manufacture Opus web with 30% PCW is Green-e certified renewable energy. In addition, Opus web is FSC Chain of Custody, SFI Fiber Sourcing and SFI Chain of Custody certified.



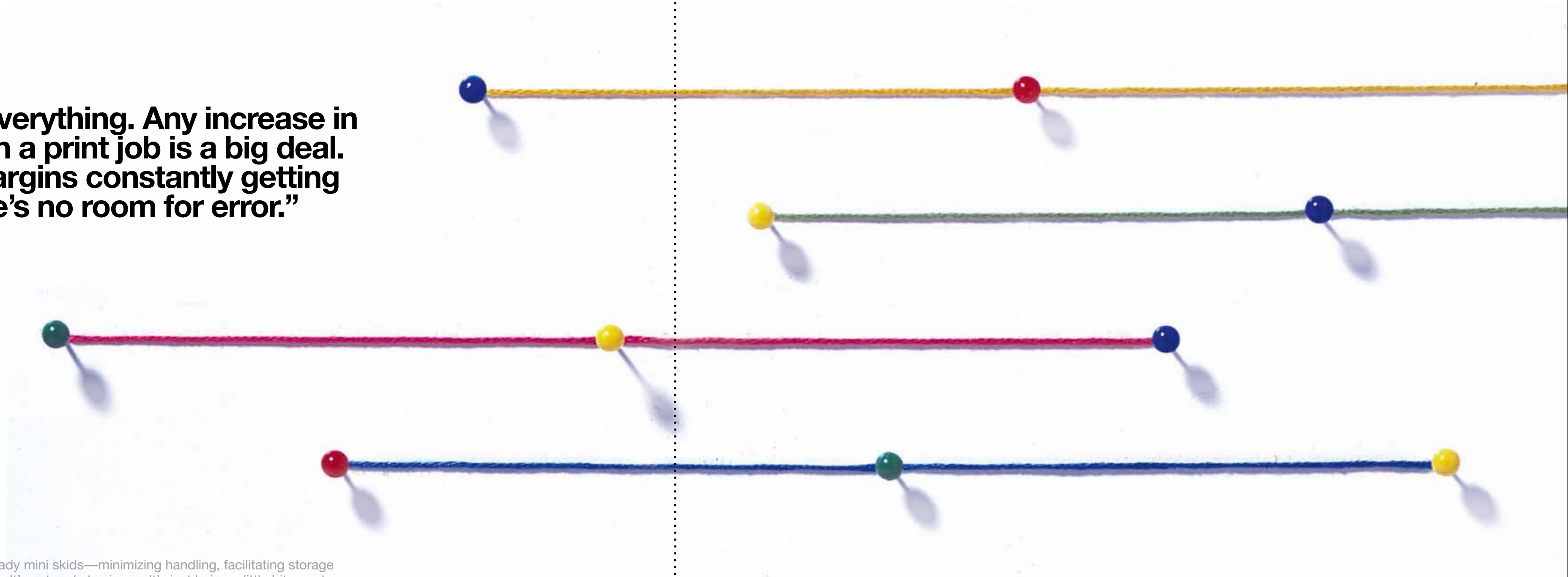
A stylized map of California is shown on the left side of the image. A red pushpin is stuck into the map, with its point resting in the San Francisco area. The pushpin has a red circular head and a thin black stem. The map itself is white, with a grey outline of the state's coastline. The background of the entire image is split vertically: the left half is white with a grey top border, and the right half is a solid magenta color.

**In San Francisco,
a printer has
to protect his
bottom line.**

Sf

Opus: Efficiency

“Up time is everything. Any increase in efficiency on a print job is a big deal. And with margins constantly getting tighter, there’s no room for error.”



Opus is available in press ready mini skids—minimizing handling, facilitating storage and limiting press down time. It’s not rocket science. It’s just being a little bit smarter. Eliminating an unnecessary step bumps up your productivity and gives you a competitive advantage. Opus web sets an industry standard for the lowest amount of web breaks. This means less downtime, less clean up and quicker turn around for the web printer.

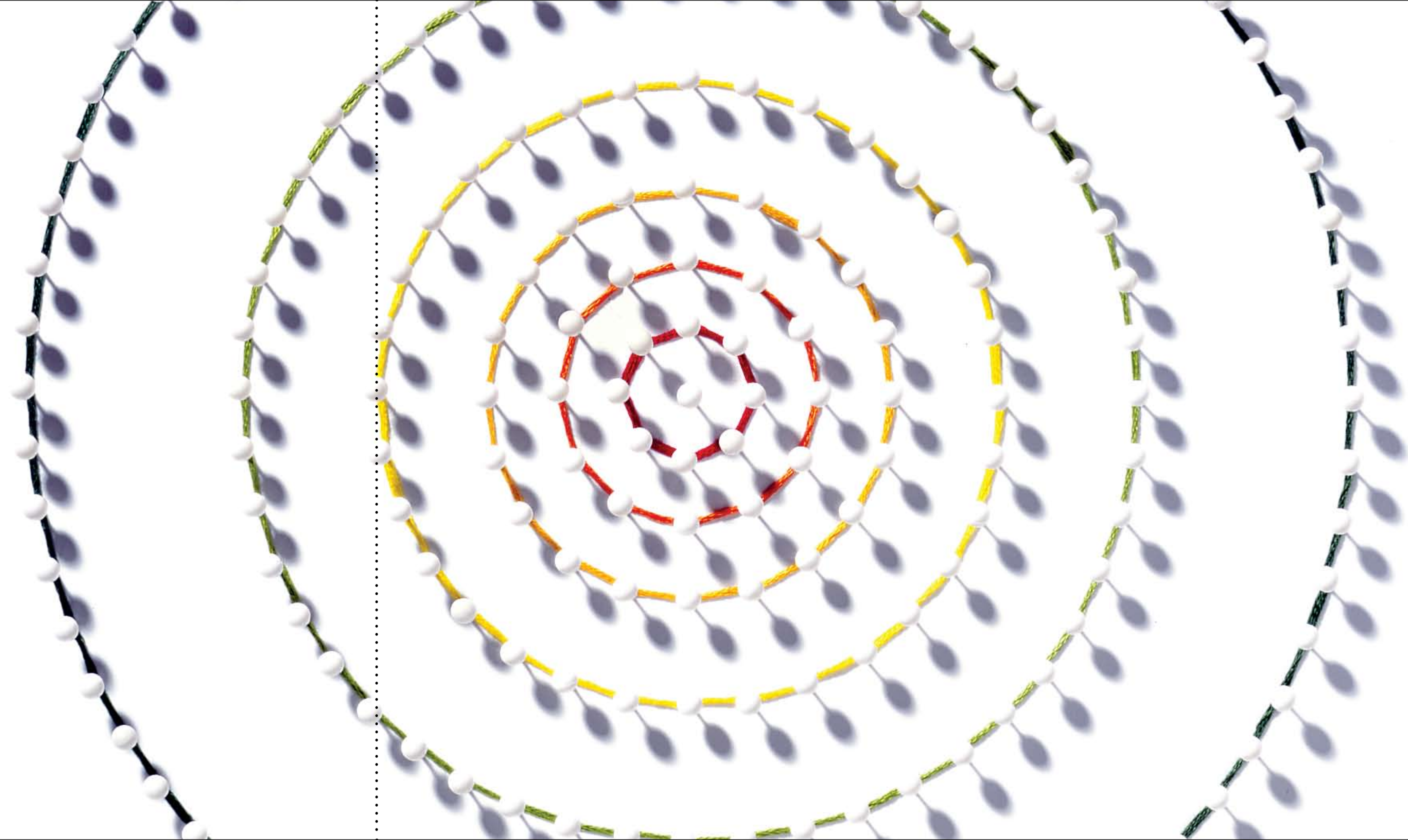
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**In Chicago,
a printer
needed his
sheets
yesterday.**

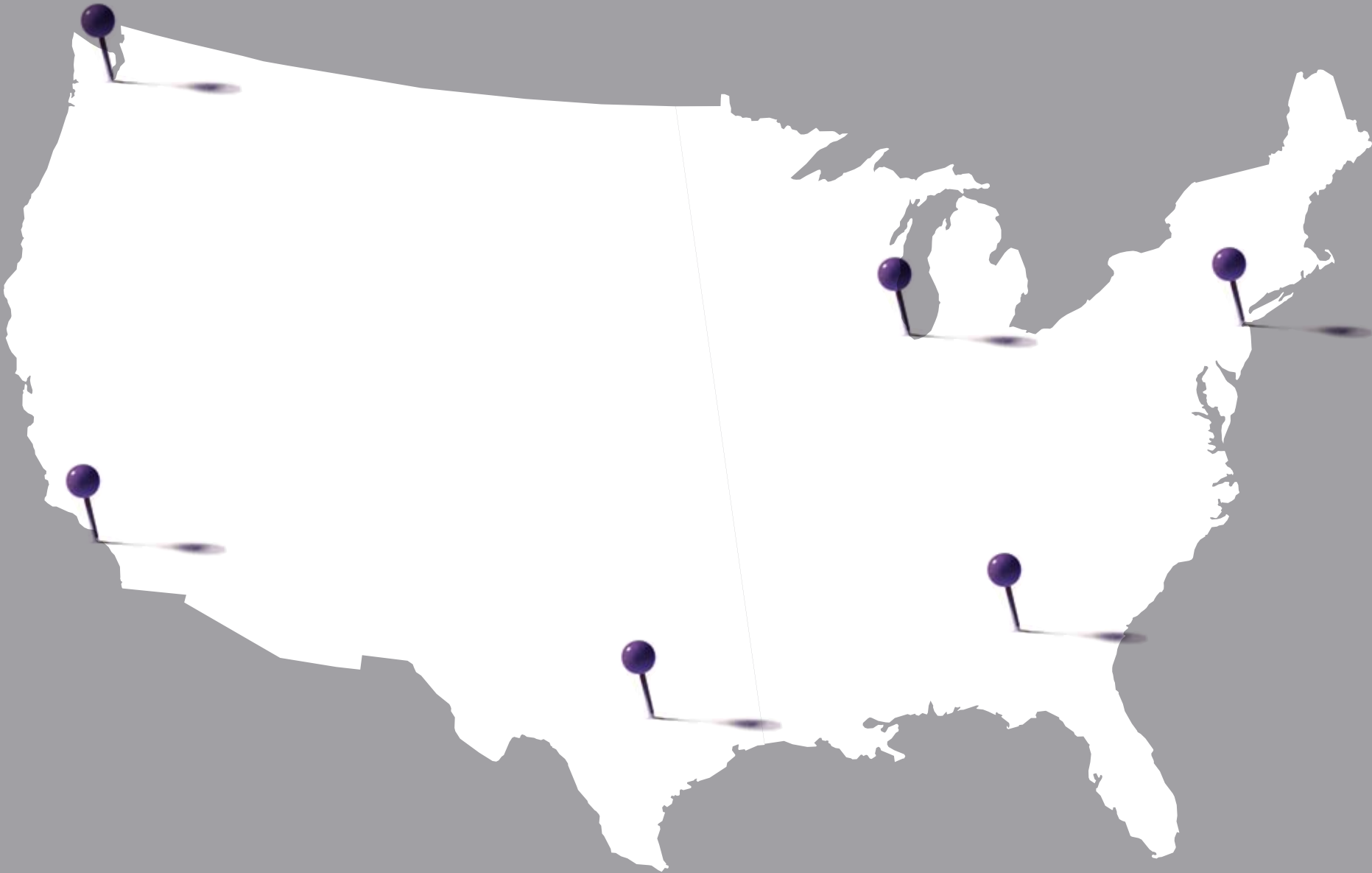
“In a perfect world, I’d have all the paper I need all the time. But the world isn’t perfect. When I’ve got a project that requires paper I don’t have in stock, I need it ASAP—no questions asked.”

Strength on press is one thing, but ease of availability is another. Opus is supported by dedicated merchants across the country and Sappi’s regional distribution centers. That means 92 percent of printers can get Opus with next day delivery. And since Opus web is manufactured at three paper mills in North America, it can meet the demands and scalability of any printer. Now that’s power to the printer.

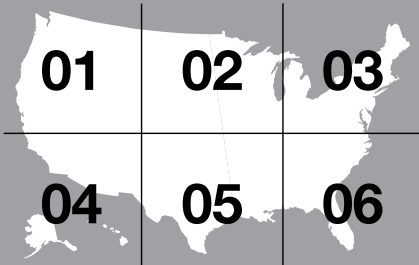


Across the
country,
artists put
Opus to
the test.

usa



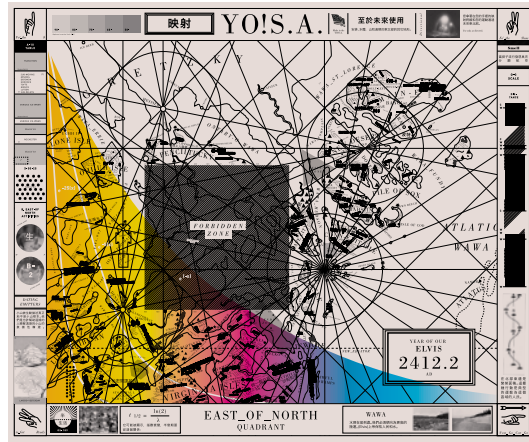
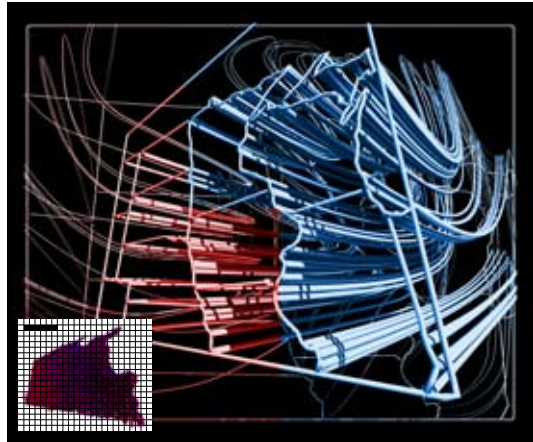
What better way to showcase the unifying qualities of Opus than to ask six respected artists to push it to the limit? Working in six distinct mediums, each has brought their region of the country and the unique character of the paper to life.



- 01 Art Chantry
- 02 Rick Valicenti
- 03 Paul Sahre
- 04 Clive Piercy
- 05 DJ Stout
- 06 Tim Hussey

It's the catch-all paper.
It's the all things to all people paper.
It's the workhorse paper.
It's the go-to paper.
It's the do-it-all paper.

It's Opus.



Legal

100% of the electricity used to manufacture Opus sheets at our Cloquet and Muskegon Mills is Green-e certified renewable energy.

All items subject to change. For current stocking information, assistance and printed samples contact your local Sappi merchant or sales representative.

For print-related questions call 877.SappiHelp (877.727.7443).

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PRO-5592

Production Notes

Cover: Printed on Opus Gloss Cover 120lb/325gsm.

Interior: Printed on Opus Dull Text 100lb/148gsm.

Photography: Francois Robert

Design: VSA Partners, Inc.



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