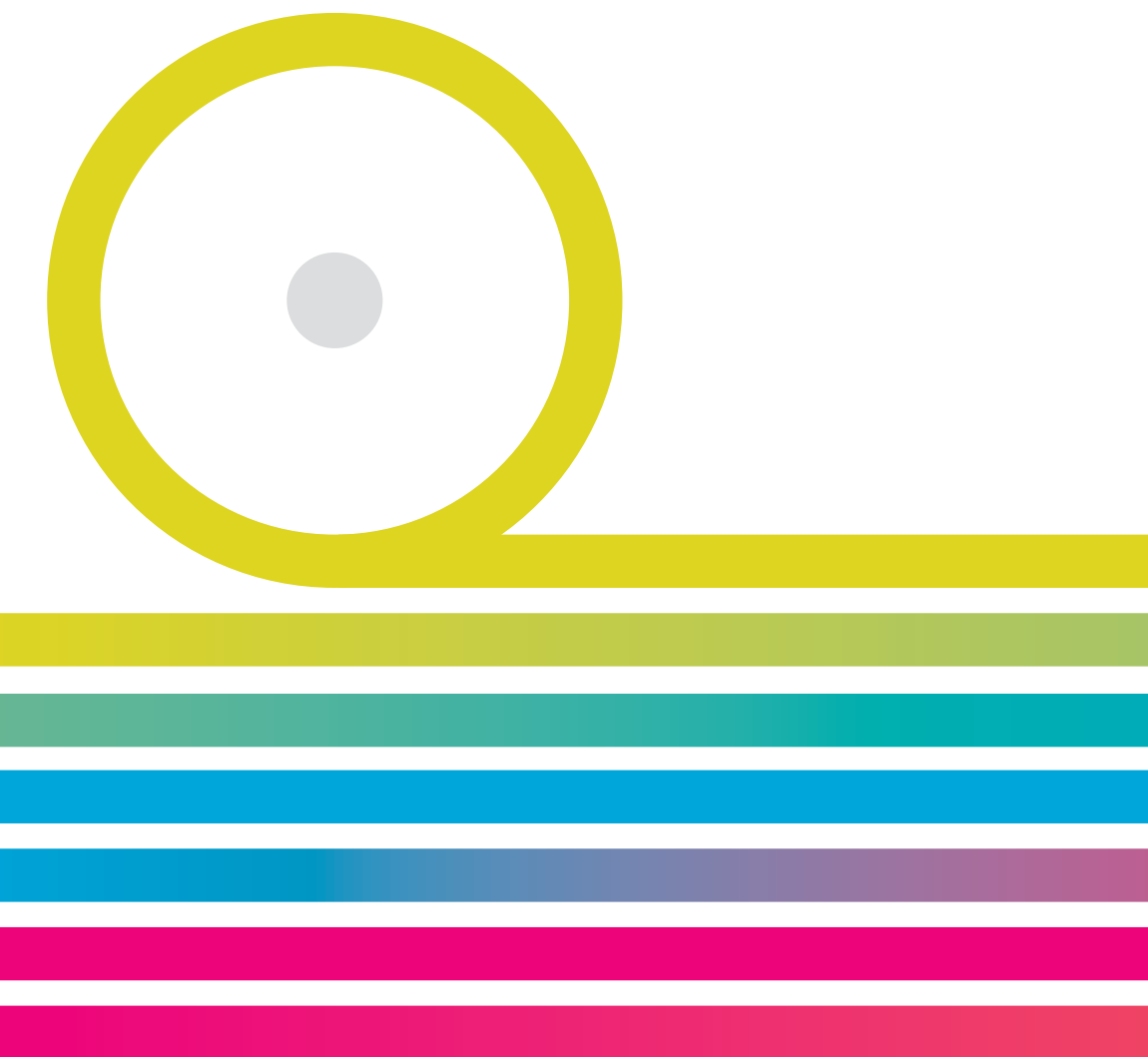




simple ways Somerset saves you money.



Engineered for the long run.

Somerset sets the standard in profit performance for papers focused on high-volume use.

A unique combination of raw materials, along with an on-line manufacturing process, gives rise to an outstanding product with enhanced heft and stiffness. Somerset has fewer problems on press, resulting in increased operational profit, a greater average productivity savings and a potential of over 12% in yield savings compared to other competitive papers.

12%

potential
productivity and
yield savings
versus the
competition



Fewer
Complaints

Fewer
Web
Breaks

The Somerset Advantage

Somerset helps you grow your business by generating significant cost savings across a range of four simple and distinct attributes.

Its performance is accurately measured through Sappi metrics and customer data.



**Basis
Weight
Consistency**

**Paper
Savings**



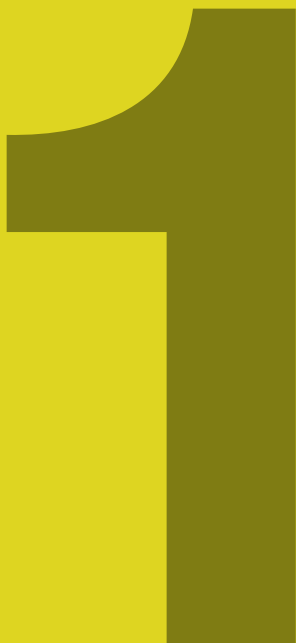
Fewer Complaints

Somerset has the fewest customer complaints in the market. Believe it or not, this can save you money. Some of the “softer” costs include employee time spent on filing and tracking complaints and lost time getting back to color, register and speed when a product doesn’t perform.

Although customers may not always file complaints and instead compensate for paper defects on the pressroom floor, Somerset’s superior consistency and runnability allows you to avoid all these hidden costs.

Printers tell us that they lodge two-thirds fewer complaints on Somerset than on competitive papers.

With fewer complaints, you could potentially save \$1.80 per ton.



67%

fewer complaints
potentially saving you
\$1.80 per ton



TONS PER YEAR		250	500	1,000	2,500	5,000
POTENTIAL SAVINGS	\$	450	900	1,800	4,500	9,000

Fewer Web Breaks

Somerset's product design ensures optimal web strength, which reduces the number of web breaks on press by an average of 50%.

Superior web strength can save you money.

The average web break on press costs \$700.

On average, printers experience 1.2 web breaks for every hundred rolls.

With fewer web breaks, you could potentially save \$3 per ton.



50%

reduction of web
breaks on press,
potentially saving you
\$3.00 per ton



TONS
PER YEAR

POTENTIAL
SAVINGS

\$

250

750

500

1,500

1,000

3,000

2,500

7,500

5,000

15,000

Basis Weight Consistency

Somerset's on-line papermaking process delivers extremely low basis weight variance to its targeted specification and a more consistent yield than the competition. A higher basis weight variance requires more paper to be purchased. Furthermore, since there are fewer linear square feet per ton for heavier weight paper, a low basis weight variance can increase efficiency.

Basis weight consistency can equate to savings on paper.

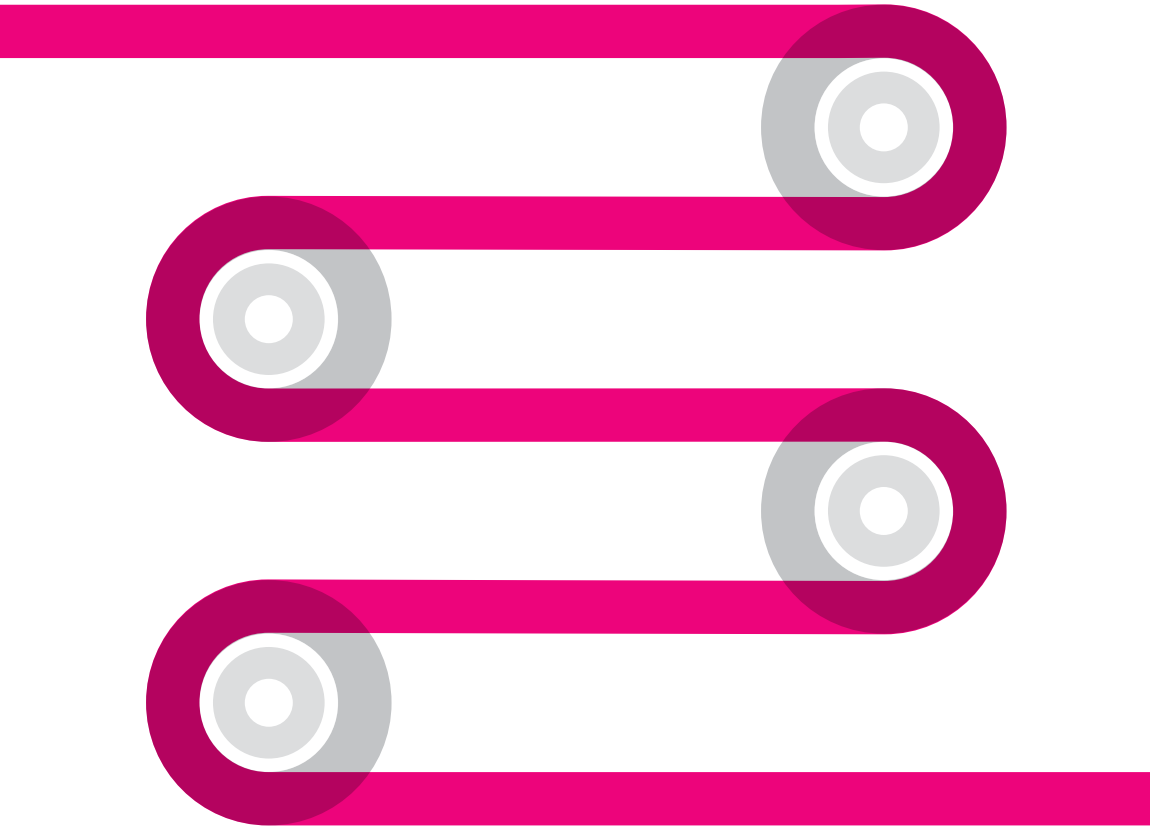
On average, printers need to buy 0.62% less Somerset in comparison to other papers because of its superb basis weight consistency.

This means that you could potentially save \$6.08 per ton.



62%

less Somerset
needed, potentially
saving you
\$6.08 per ton



TONS
PER YEAR

250

500

1,000

2,500

5,000

POTENTIAL
SAVINGS

\$ 1,519

3,038

6,076

15,190

30,380

Paper Savings

Somerset's manufacturing process and ingredients result in a paper with increased heft and stiffness—allowing you to save in paper and money.

With Somerset, you can buy less paper without sacrificing quality or heft. By substituting a competitor's higher weight paper with a lighter weight Somerset, your yield savings could increase to over 12%.^{*}

To illustrate one example, when a customer specifies Somerset, they can buy a smaller quantity of 55lb/81gsm rather than a competitor's 60lb/89gsm. The end printed piece retains the same hefty feel of the higher weight. And even though the price of the competition could be lower in the example above, the reduction in tons of Somerset used more than offsets the higher price. Furthermore, a lighter piece can mean additional savings in postage.

In this example, you achieve 8% in yield savings which can potentially save you \$29.09 per ton.

* Depends on the basis weight being substituted. A yield savings of over 12% can be achieved if you are using a heavier basis weight competitive paper than the example stated above.



8%

yield savings versus
the competitor,
potentially saving you
\$29.09 per ton



TONS PER YEAR		250	500	1,000	2,500	5,000
POTENTIAL SAVINGS	\$	7,273	14,450	29,091	72,727	145,455

The Overall Savings

Somerset is made with quality ingredients processed with proprietary techniques on state-of-the-art papermaking machines. The result? A product that saves you money due to fewer web breaks, excellent basis weight consistency, fewer complaints and more paper savings.

The numbers speak for themselves. The chart at right shows how the savings add up.

Want to know exactly how much you can save? Please consult with your merchant or Sappi representative for more details on calculating your own savings using Somerset.



TONS PER YEAR		250	500	1,000	2,500	5,000
FEWER COMPLAINTS	\$	450	900	1,800	4,500	9,000
FEWER WEB BREAKS	\$	750	1,500	3,000	7,500	15,000
BASIS WEIGHT CONSISTENCY	\$	1,519	3,038	6,076	15,190	30,380
PAPER SAVINGS	\$	7,273	14,450	29,091	72,727	145,455
COST SAVINGS PER YEAR	\$	9,992	19,983	39,967	99,917	199,835



Did you know?

Somerset is available in a wide range of roll sizes: from widths of 17.5" to 70" and diameters from 40" to 49"; in text weights ranging from 45lb/67gsm to 105lb/7pt/155gsm and up to 80lb/216gsm cover; and in gloss, satin and matte finishes. It is ideal for any application that requires a long run including promotions, magazines and catalogs.

Somerset has been the leading web paper in the market for more than 20 years.

Somerset is manufactured in the U.S. on three state-of-the-art papermaking machines that are all capable of producing multiple weights.

Sappi has invested over \$100 million in the last five years on these three machines to ensure consistent availability and exceptional production flexibility.

The Somerset Mill was the first mill in the United States to successfully complete a simultaneous triple Chain of Custody certification audit. The Somerset Mill is now able to manufacture product that is certified to the Forest Stewardship Council, Sustainable Forestry Initiative and Program for the Endorsement of Forest Certification Chain of Custody standards.

Data for Somerset paper and competitive papers are based on pressroom performance over time at large volume web printers. All data is averaged over multiple press runs. Competitive data is also averaged over several competitors. The examples described illustrate potential savings; deviations from the performance experienced by the surveyed printers may occur.

Printed on Somerset Gloss Text 100lb/148gsm.

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AT LEAST "X" PERCENT OF THE FIBER
USED IN THIS PRODUCT LINE COMES
FROM INDEPENDENTLY CERTIFIED FORESTS
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