

*Unlike digital media, ink on paper
lets you touch new worlds, take in
new experiences and get involved
on a deeper emotional level.*

*Why? Because print lives.
It has the power to be
extraordinarily moving and
the ability to say so much.*

*There is an important place for digital
media in communications. But it
can never replace the way print can
touch each and every emotion we have.*

*The way print can make us laugh.
Make us cry. Make us think in
ways we've never thought before.
And because of that, our relationship
with print will always be one of the
most meaningful in our lives.*

Feel. Take. Own. Share. That is the power of print.

THERE IS NO DENYING THE BENEFITS OF UNITING THE POWER OF PRINT AND DIGITAL.

The facts:

8 in 10 households say they either read or scan advertising mail sent to their homes.¹

Campaigns combining direct mail and Internet yield up to 25% higher response rates from consumers than Internet alone.²

The research found that an average of 52% of responses to inserts went online for additional information about a product or service.³

Combining channels

Today, consumers are being bombarded by messaging in numerous mediums and through countless touchpoints. While it may not be easy deciding which avenues will be most effective in reaching or engaging your audience, one thing is clear: you need to use multiple channels to be seen and heard. You need a communications strategy that combines a mix of print and digital.

QR codes

As the line between print and digital continues to blur, new technologies are underlining the relationship between the two. Take Quick Response codes, or QR codes, for example. It's a new technology that uses a cell phone to scan information from print—including magazines, billboards, even someone's t-shirt. Once the QR code is scanned, it opens up a world of information—whether it's a discount or offer, a video, or even a direct link to a website. We are only just beginning to see the promise and synergistic opportunities of combining print with new mobile and web technologies.

Business has evolved. So has its paper.

Direct mail offering? Check.
Environmentally responsible? Guaranteed. Digital offering? Done.
All at a competitive price? Always.
This is Opus. Opus has been called many things: The do-it-all paper. The workhorse. The one paper that everybody—corporate marketers, printers and designers—can count on. No small surprise when you consider the broad range of weights and finishes offered by Opus. Or the fact

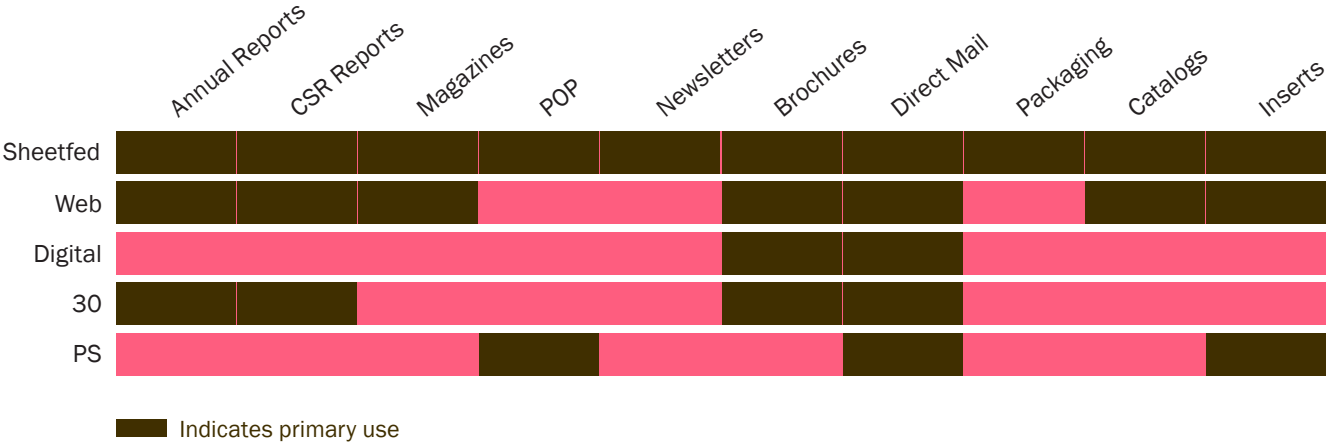
that every paper in the Opus family was designed to address your specific needs. Take Opus PS, which was specifically engineered for the direct mail market. Or Opus Digital, which answers the need for customization and quick runs. Or Opus 30, which ensures you never sacrifice print quality for an environmental paper offering 30% PCW. All of which proves that Opus is the do-it-all paper for do-it-all people.

¹ The USPS Household Diary Study: Mail Use & Attitudes in FY 2009—Advertising Mail

² Direct Marketing Association's Insert Council

³ DMNews, Inserts drive traffic to Web, UK study says, July 23, 2009.

OPUS MEANS CHOICE.



Every day, print managers across the globe trust Opus to get their jobs printed correctly. Because when a color-critical, multi-million piece run is on the line, inferior paper just won't do. The following professionals told us their reasons why Opus works best for their business. Just imagine what Opus can do for you.



“Opus helps us deliver great results and still stay within budget. That’s not an easy thing to do these days.”

*Leora Zuckerman
Manager, Marketing Production
Ann Taylor*

Large scale would be a good word to describe the average print job that Leora Zuckerman manages every day. In fact, Leora managed the printing of over 7 million inserts for national publications in 2009 alone for Ann Taylor Stores.

As print production manager, Leora selects Opus for a variety sheetfed and web jobs, including everything from direct mail and in-store collateral, to PR and other corporate projects.

Leora trusts Opus because “it’s always been a well-performing sheet that we can count on.” And from a value perspective, Opus delivers a variety of choices that can hit today’s restricted budgets while never sacrificing quality.

“We love Opus because we love consistency. It’s nice to have one sheet that will deliver the same results for a variety of applications.”

*Jodi Robertson
Print Production Manager
Oakley Inc.*

As a Print Production Manager for Oakley, Jodi Robertson oversees a team of seven, printing products or, in her words, anything involving “ink on substrate.” Because of the variety of products Jodi is responsible for managing, consistency and reproduction value is paramount for her.

That’s why she chooses Opus across her various catalogs, brochures and direct marketing pieces, selecting a variety of paper choices from Opus dull & matte to sheetfed and web. And if there’s ever a question about a 128 page eyewear catalog, Jodi knows she can find answers through Sappi’s sales and customer service team from the mill to locally on the ground.



**“Price is only part of it;
When I recommend
a sheet to my team,
I have to believe in it.”**

*William Miller
Print Specialist
Bristol-Myers Squibb Company*

As print specialist for Bristol-Myers Squibb, William Miller consults with and advises design departments on those printing capabilities and techniques that will best complement their ideas. Miller awards print jobs based not only on price, but on print and paper quality, turnaround time, and his own past experience with that printer.

Time and time again, Opus is the paper Miller chooses. With projects requiring a variety of inks and coatings, he is consistently pleased with the outcome on the Opus sheet. And while Miller personally prefers the finish quality and FSC certification of Opus paper, that's just a bonus since Opus is Bristol-Myers Squibb's preferred sheet anyway.

“Opus is very predictable, and in this business, predictability is a good thing.”

*Vincent Pinzone
Chief Technology Officer
Vice President, Manufacturing
Sandy Alexander Inc.*

As chief technology officer and vice president of manufacturing for Sandy Alexander, part of Vincent Pinzone’s job is to assure color consistency across his company’s many print facilities. From the one-to-one marketing job to the multi-million dollar direct mail piece, Vincent can’t afford a paper where ink may absorb into its fibers.

Regardless of the size, quantity or substrate selected by a client, Pinzone knows Opus will deliver color fidelity covering a gamut of print options. With Opus, Pinzone knows he’s getting a “stable, predictable sheet” and that Sappi employs many of the same environmentally responsible practices in use at his own company.



OUR COMMITMENT TO SUSTAINABILITY? IT'S DOCUMENTED EVERY DAY.

You'd be hard pressed to find another paper mill as committed to sustainability as Sappi. Every fiber of wood used to manufacture our paper is sourced from sustainably managed forests. When forests are harvested responsibly they provide conditions for natural regeneration and replanting and help protect wildlife, watersheds, and biodiversity.

As a result of our unwavering commitment to sustainable forestry, all weights and finishes of Opus are chain of custody certified in accordance with the world's leading sustainability standards. With third-party certifications through FSC, SFI®, and PEFC, buyers of Sappi paper are assured that their paper is helping to promote a renewable resource that actually sustains and enhances our ecosystem.

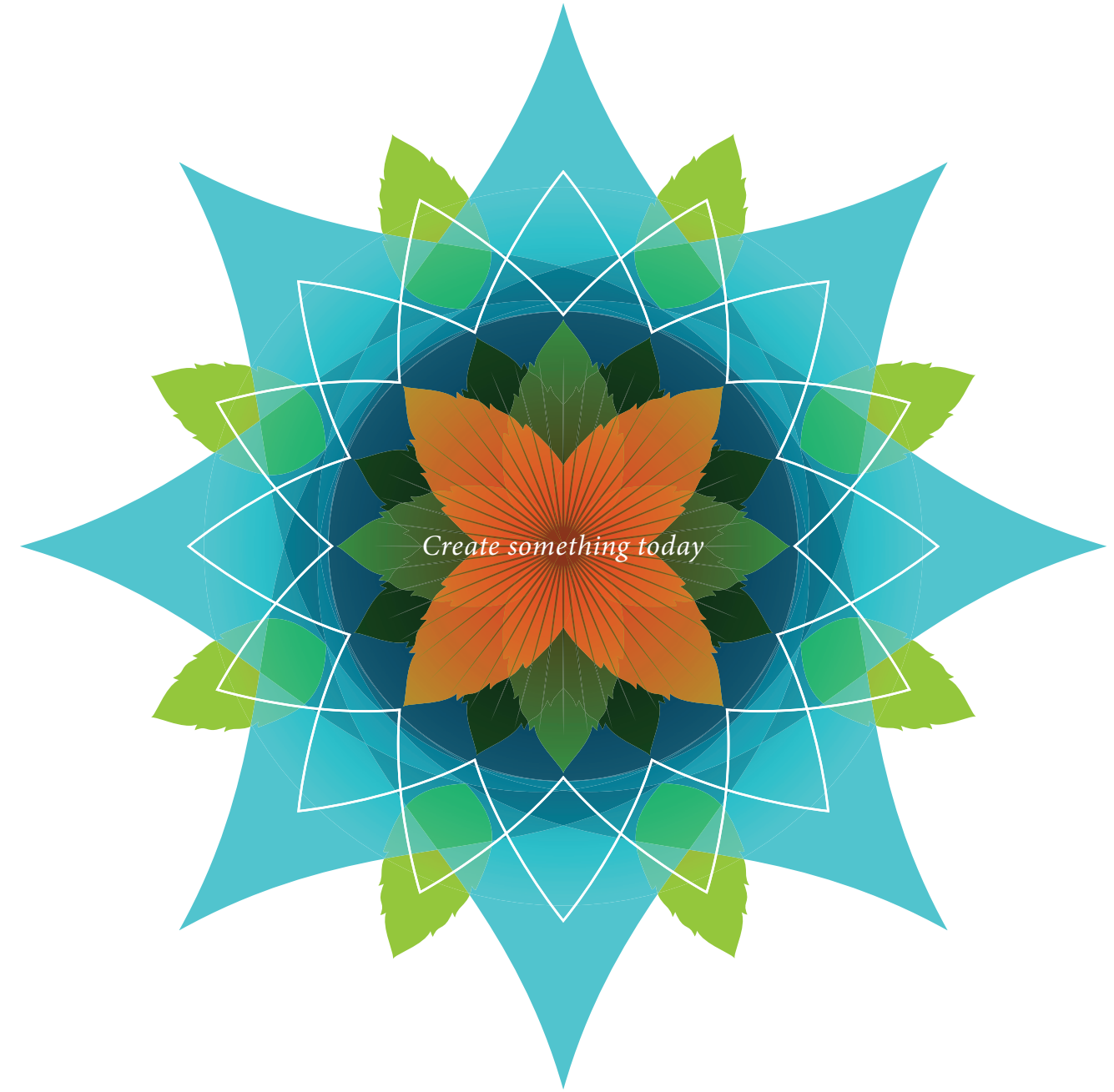
Think about it. When you choose to communicate on paper, you help keep working forests working, ensuring they remain a source of clean air, clear water, and a viable habitat for wildlife. Clearly, a far better environmental solution than development sprawl.

Sappi's responsibility to the environment does not stop in the forest. We're also committed to reducing waste from our operations. At our Cloquet mill we identified an opportunity to beneficially use lime mud and boiler ash (byproducts from the our production process). Through a collaboration with the University of Minnesota Carlton County Extension Agency, Sappi and the Agency assist local farmers to use these lime mud and boiler ash to improve the soil characteristics which in turn improve crop yields.

Annually, we distribute 25,000 to 30,000 tons of these byproducts to local farmers in the Cloquet area, saving them over \$1.0 million per year in soil amendments, while significantly reducing our landfill volumes.

A few things you should know about Sappi:

- Over 80% of the energy used by Sappi's North American mills comes from renewable resources, resulting in one of the lowest carbon footprints among the major North American coated paper suppliers.
- The fiber procurement procedures at Sappi's North American mills are all certified to the SFI® Procurement Standard and the FSC Controlled Wood Standard.
- Sappi Fine Paper North America's coated fine paper mills are all triple chain of custody certified—FSC, SFI® and PEFC.
- All paper made and imported by Sappi Fine Paper North America comply with the Lacey Act—confirming that the wood and pulp used to make our paper is legally sourced.
- Sappi is a certified SmartWaySM Transport partner, an innovative initiative by the EPA to increase efficiency while significantly reducing greenhouse gases and air pollution from transportation.
- Bottom line, Sappi is committed to investing in innovative ways to minimize waste, decrease water consumption and reduce our dependence on other fossil fuels—making us the choice now and for the future.



Specification Details:
Cover: Opus 30 Dull Cover 80lb/216gsm, U.V. printed 4c-process, inline spot gloss U.V. one side, blind emboss

Text: Opus Dull Text 80lb/118gsm, U.V. printed 4c-process, 2 hits match pink, black 4, inline spot gloss U.V. one side



Sappi eQ
By printing on Opus sheets, the amount of greenhouse gas emissions avoided as compared to the industry average is 9,661 lbs, which is equivalent to emissions from one of the following: 492 gallons of gas, 181 propane cylinders used for the home BBQ and 2,945 lbs of waste recycled instead of sent to landfill. To calculate your own environmental benefits when using Sappi papers, visit: www.sappi.com/eQTool

Sustainable Printing
This piece was printed on Opus Sheets manufactured by Sappi Fine Paper North America with 10% PCW and FSC Chain of Custody Certification. 100% of the electricity used to manufacture Opus Sheets is Green-e® certified renewable energy.

Credits:
Design: Stoyan Design
Illustration: Rafa Jenn
Photography: Young Lee

www.sappi.com/na 800.882.4332

The names, symbols, logos, and all other intellectual property of the companies, brands, and people appearing herein are the exclusive property of their respective owners and should not be interpreted as an endorsement of or by Sappi; any legal and equitable rights in their intellectual property are exclusively reserved to those owners.

SAPPI is a trademark of Sappi Limited. OPUS is a registered trademark of Sappi Fine Paper North America. © 2010 Sappi Fine Paper North America. All Rights Reserved.

Please help us preserve our planet. If you choose not to keep this book, please place it in a recycling bin. Thank you.

Touch it. Use it. Embrace it. Reuse it.

