

sappi



# Respect the 5 second rule

Because your first  
impression should  
be powerful



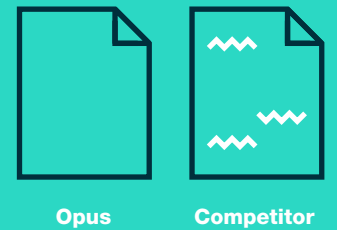
Sappi Web Covers

# You have five seconds to convince a customer to read your mail.

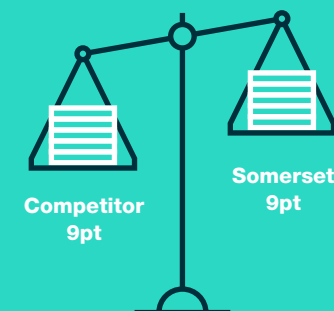
Direct mail printed on **Sappi web covers** demands a closer look. Our paper provides a high-quality canvas that enables you to deliver a flawless first impression—one that commands the attention of your customers and then drives them to take action. Because when you print on Sappi, a few seconds is all you need.

## Stand out from the stack

What will make customers pause on your direct mail piece? Inventive designs and catchy copy will draw them in, but employing the right paper is equally as important. Sappi web covers—particularly our Opus covers—have smooth, haptic surfaces that are durable and primed for your most demanding techniques, so they won’t crack under pressure. Plus, our web covers have higher ink hold out for vibrancy and pop, so you can hold your direct mail to an even higher standard.



Opus web covers are up to **50% smoother** than the closest competitor, providing superior, more uniform surfaces.



Sappi’s Somerset 9pt web covers offer a **8% yield advantage** over the competition—and when you send tons of mail, this adds up to huge savings.

## Make a stronger statement

When customers flip through their mail, it’s not flimsy flyers that stand out—it’s firmness that reflects the strength of your brand. Our Somerset web covers provide a first-class feel at a lighter weight. This means you’re able to send the same amount of mail for a lower price, delivering serious savings and making our web covers more cost effective.

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## Opus<sup>®</sup>

Whether you're searching for the right paper for a single direct mail piece or the right paper to help power an entire integrated marketing campaign, the answer is the same: **Opus**. This paper is engineered for maximum impact across an extended range of weights and finishes. Plus, it boasts tighter tolerance standards than any of its competitors and provides the perfect balance of shade and brightness so your brand always jumps off the page.

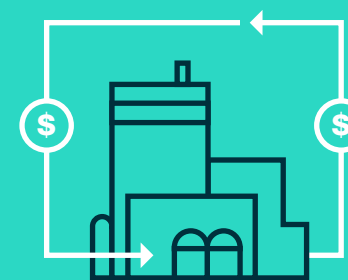
## The value of versatility

A one-of-a-kind brand like yours deserves a paper to match. Not only do we offer the widest variety of web cover options in an extensive range of weights and finishes across our **Opus<sup>®</sup>** and **Somerset<sup>®</sup>** lines, our paper provides a consistent canvas for a flawless first impression—and every impression after that. With Sappi, you don't have to settle, we supply exactly what you need.

# 25

Sappi sets the standard in North America with 25 cover and caliper guaranteed combinations—that's a greater range of cover options than anyone else in the business.

## Create with confidence



Significant reinvestment in our paper machines makes it possible for Sappi to offer the highest quality, range and yield of web covers.

You trust results, and our state-of-the-art web cover machines give them to you. Our machines are dedicated to producing the highest quality web cover paper on the market, so that you know your brand is being printed on the best—plus we have more of these machines than anyone else to help ensure your orders are always filled. And we're able to do this while maintaining the highest level of sustainability, promising environmental and social responsibility with each paper we produce.

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## Somerset<sup>®</sup>

When you're searching for the right paper to reach large audiences without sacrificing stunning results, choose Somerset. It's created, coated and calendered in a single continuous process, which translates into remarkable on-press efficiency and makes it ideal for high-volume printing needs.

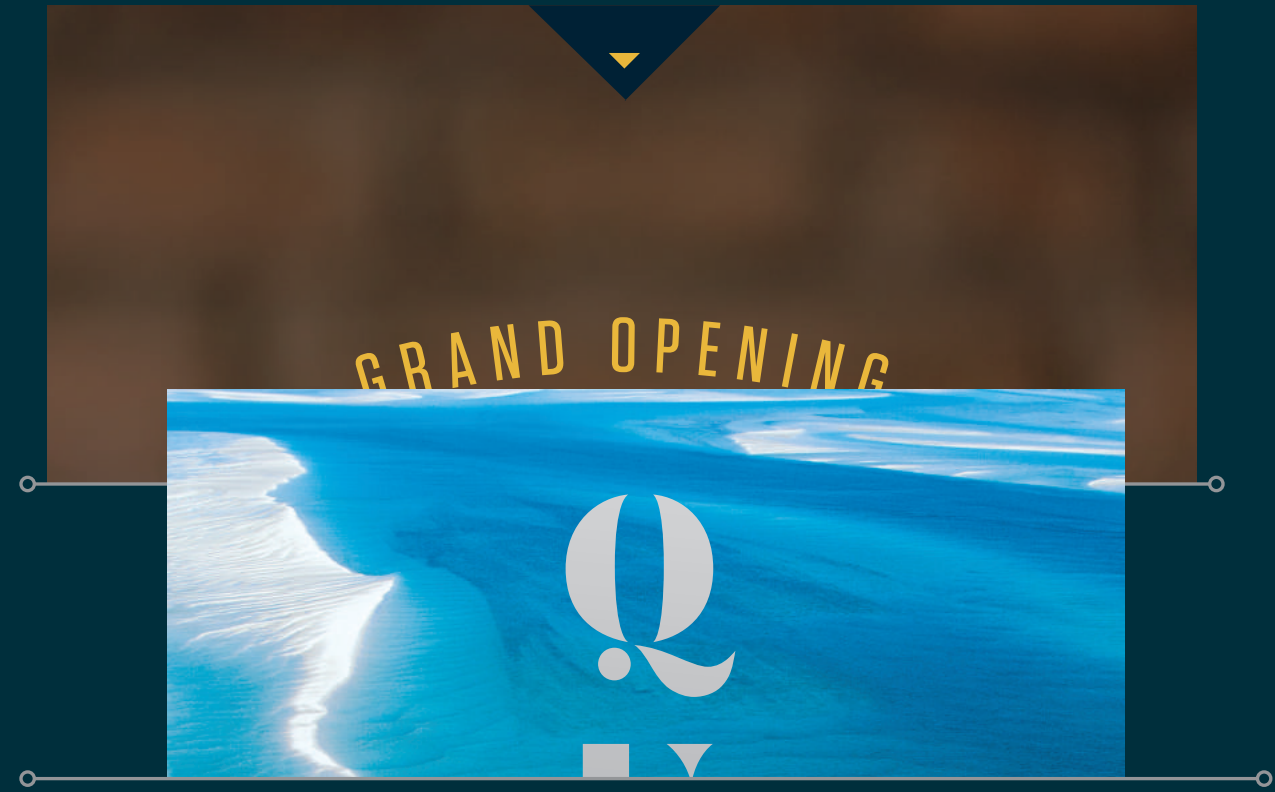
# Sappi North America Web Cover Specification Guide

Effective 06.17

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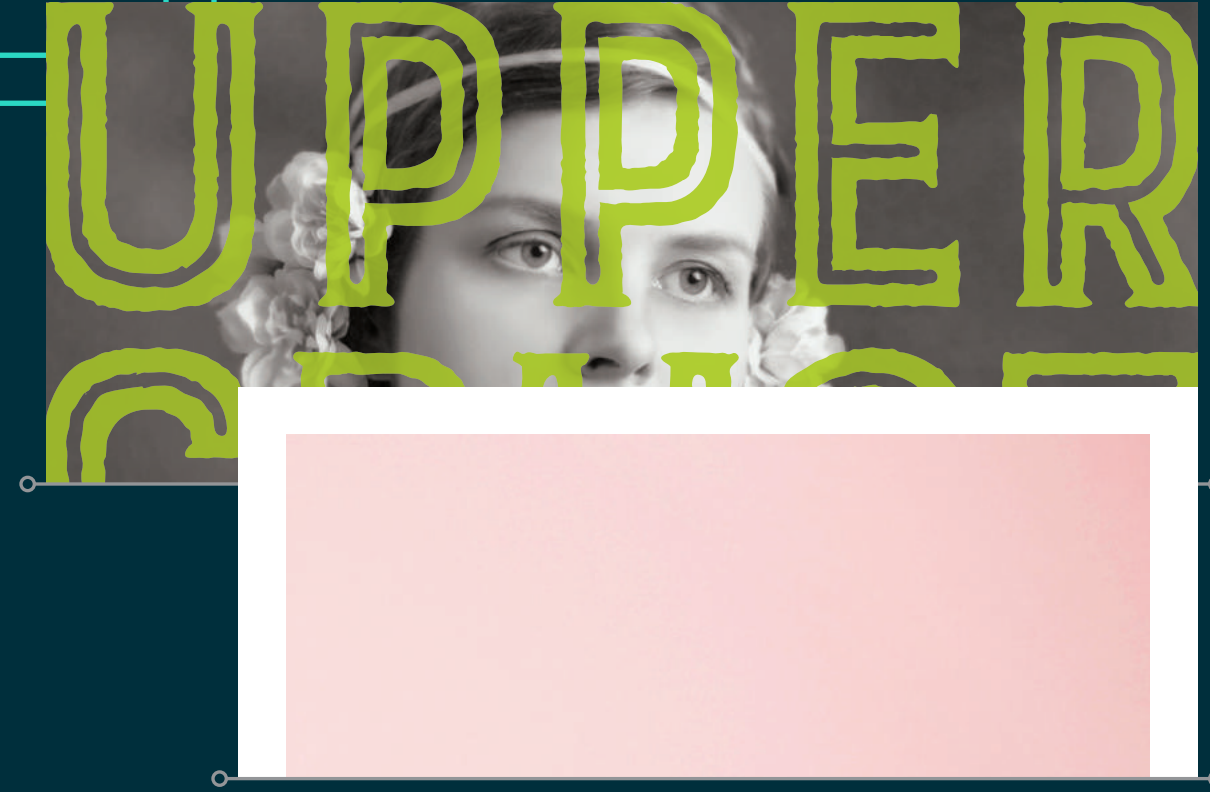
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## Somerset®

When you're searching for the right paper to reach large audiences without sacrificing stunning results, choose **Somerset**. It's created, coated and calendered in a single continuous process, which translates into remarkable on-press efficiency and makes it ideal for high-volume printing needs.

When it  
comes to first  
impressions,  
there are  
no second  
chances

## Sappi Web Covers

The companies described herein are fictitious. The names, symbols, logos, and all other intellectual property of the fictitious companies and brands appearing herein are the exclusive property of Sappi.

The data, specifications and/or certifications provided herein are current as of the date of printing and may change without notice in Sappi's discretion.

Data for Somerset and Opus papers and competitive papers are based on internal testing and averaged over multiple samples. The examples illustrate potential savings; deviations from these performance data may occur. Calipers are guaranteed to meet U.S. Postal Service minimum business-reply requirements.

**MAKE A DIFFERENCE**

**Production Notes**  
Opus PS Web Dull Cover 9pt/87lb/235gsm, match green, match dark blue, match silver plus soft touch coating

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