



P R O M O T I O N

The Reflected Works

Warren's Printone Demonstration Book

1915

sappi etc



Warren's Printone Demonstration Book

For more than a century,
through various names and
incarnations, our message
and mission have remained
the same—to make the means
through which the world
communicates better and
more beautiful.

From the beginning, we've given our customers options that meet the needs of any project, campaign or business. By combining our grades with exquisite artwork and state-of-the-art printing, we've been able to demonstrate the real power of print.

Experience firsthand the benefits of our paper grades as they were in 1915, how they made all the difference then and how we lead the industry even today. By looking back through the pages, we can look forward to a future of exciting possibilities.

1915

Visit sappietc.com

\$50.00

Printing Art Suggestion Book

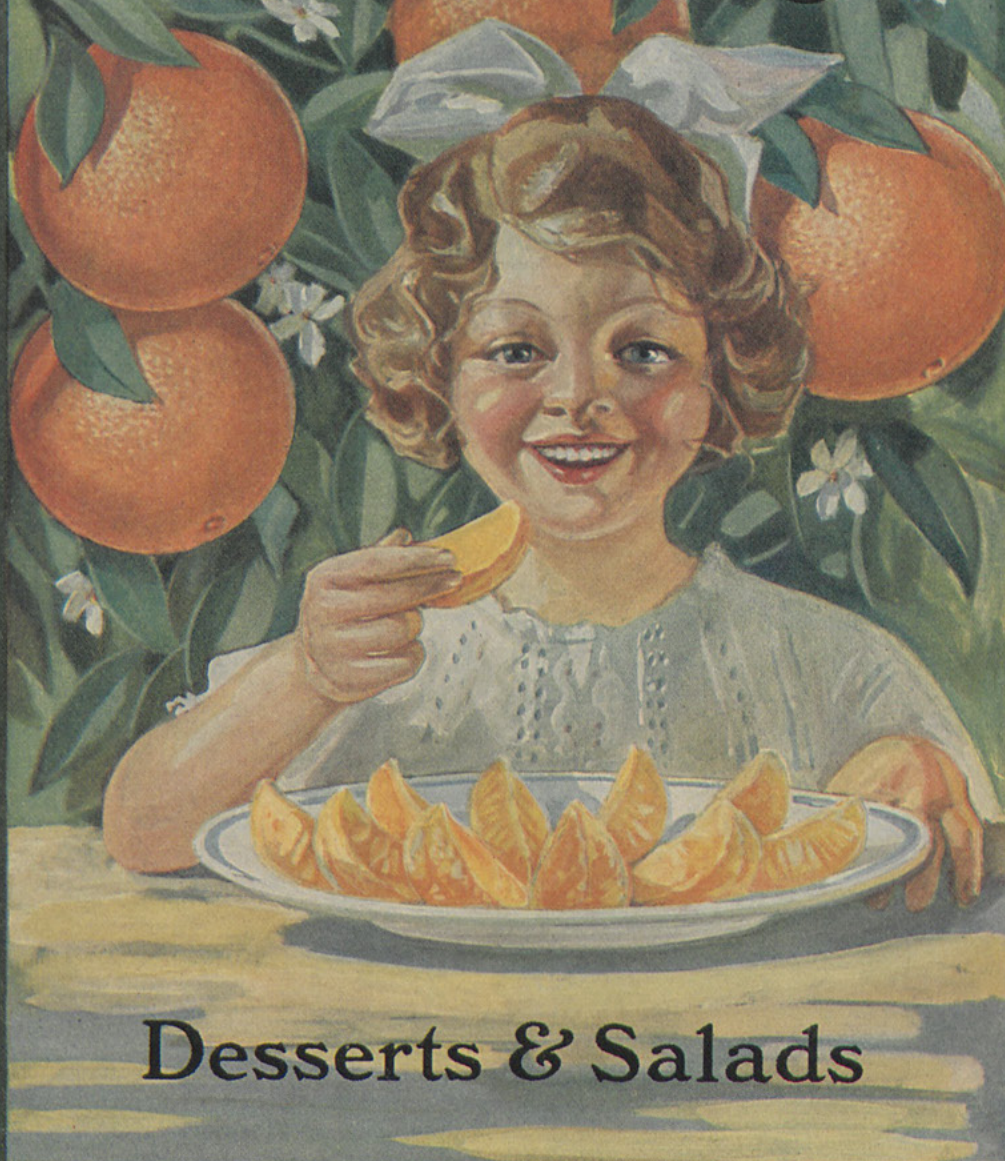
Insert Dec 1915



Warren's
Printone Book



California Sunkist Oranges



Desserts & Salads

By courtesy of California Fruit Growers Exchange

Warren's
Printone Book
25 x 38—60

See last page for
sizes and weights
stocked

Four color halfstone
150 line screen

Ruxton's
Process Inks

Yellow No. J 132
Red No. G 359-X
Blue No. 21269
Printone Black

SD



By courtesy of International Silver Company

Warren's
Printone Book

25 X 38 — 60

See last page for
sizes and weights
stocked

Half-tone illustration
150 line screen

Ruxton's Inks
Printone Black

Border

Warren Enamel
Gray No. 20878



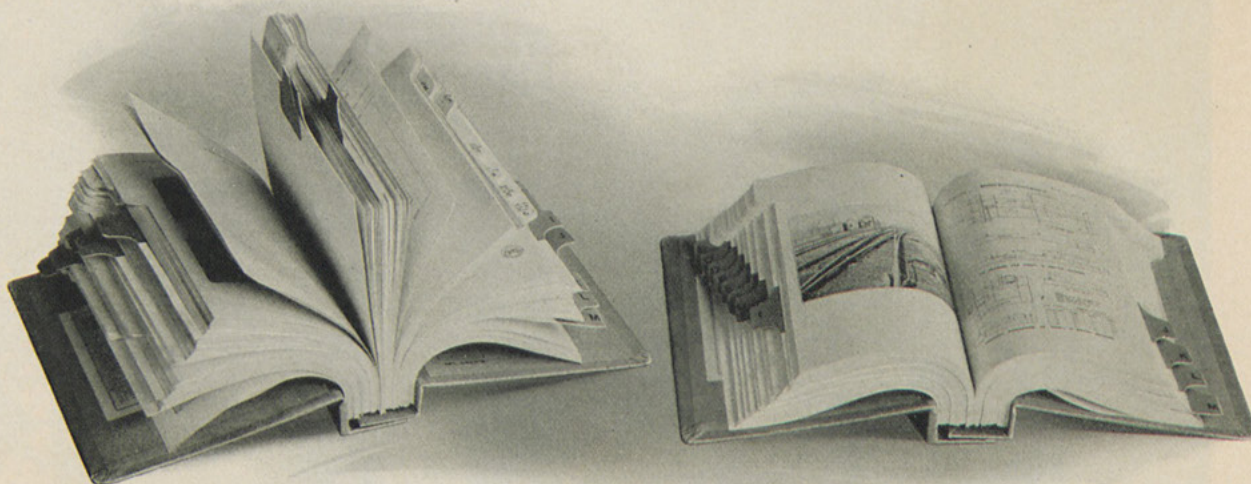
By courtesy of The Thomas B. Jeffery Company.

Warren's
Printone Book
25 × 38 — 60

See last page for
sizes and weights
stocked

Zinc illustration
and color plate
Ruxton's Inks
Printone Black

Border
Warren Enamel
Gray No. 20878



By courtesy of General Railway Signal Company, Rochester, N. Y.

AFTER an examination of over 100 different kinds of paper, WARREN'S PRINTONE, 50 lb. stock, was finally selected to be used in the General Railway Signal catalog, and a section of 300 pages has been printed on this paper, and it has been found to meet the requirements in every particular. The requirements to be met were exacting.

STRENGTH. The paper must be strong enough to be used in a loose leaf catalog.

FLEXIBILITY. The paper must not be stiff as this would impair its flat opening qualities.

BULK. The thickness of the paper must be such as to give the maximum number of pages per inch as the thickness of the completed catalog should not exceed two inches. At the same time strength must not be lost sight of.



OPACITY. The paper must not be too transparent and permit printing on the reverse side to show through.

PRINTING QUALITIES. The paper must give satisfactory results on halftones, line plates and text, as the finished catalog must be high-class in all respects, and so reflect the quality of the G R S products.

STANDARD MAKE. Paper must be a standard make in order to insure quality on repeat orders, an important point in a loose leaf catalog in which a publication extends over a period of years.

W. A. Spang
GENERAL RAILWAY COMPANY

Warren's
Printone Book

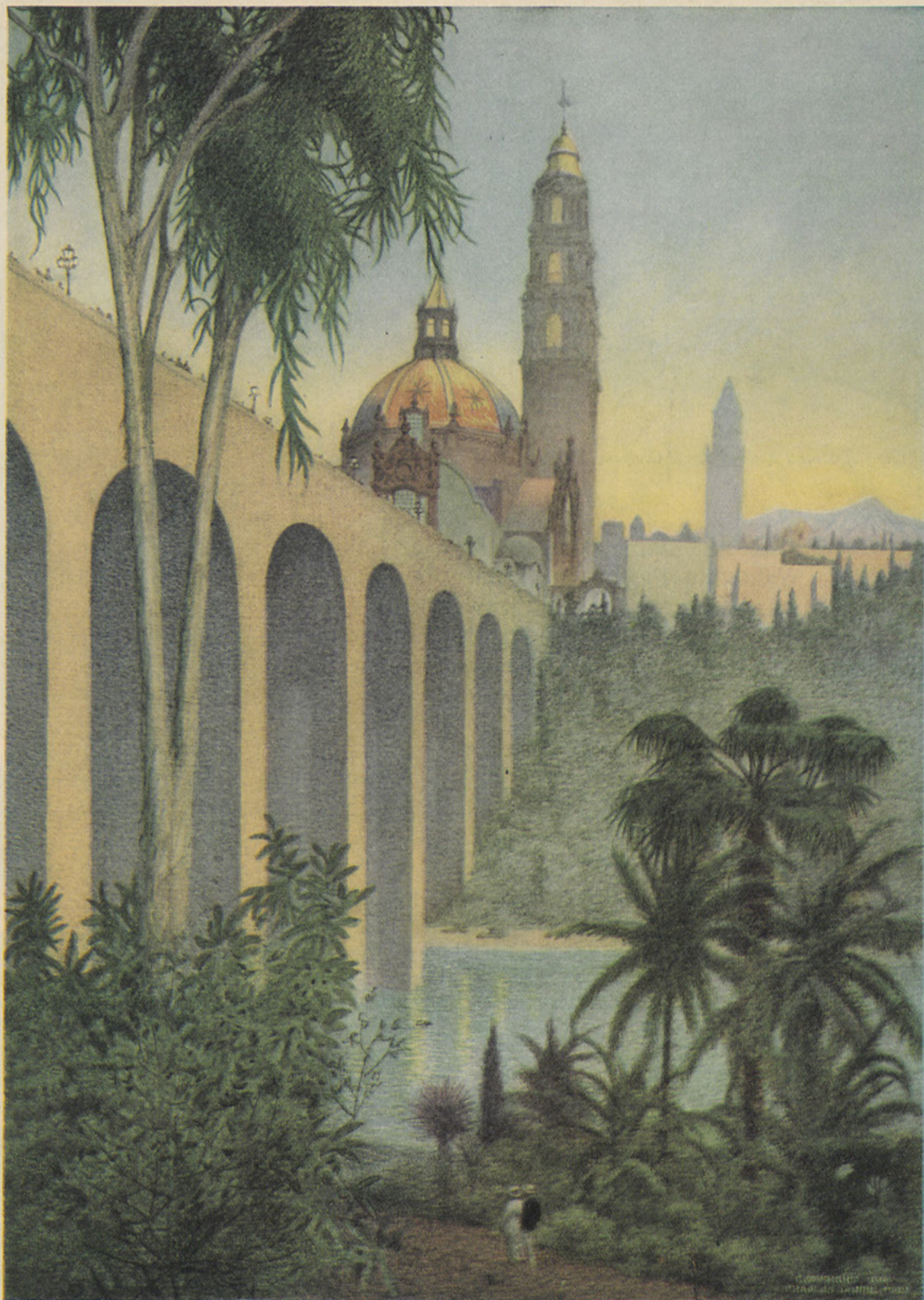
25×38—60

See last page for
sizes and weights
stocked

Halftone illustrations
133 line screen

Ruxton's Inks
Printone Black

Border
Warren Enamel
Gray No. 20878



Drawing by courtesy Charles Daniel Frey, Chicago

Warren's
Printone Book
25×38—60

See last page for
sizes and weights
stocked

Four color halftone
133 line screen

Ruxton's
Process Inks
Yellow No. J 132
Red No. G 359-X
Blue No. 21269
Printone Black



Photo by Henry Fuermann, Chicago

Warren's
Printone 40k
25 x 38 — 10

See last page for
sizes and weights
stocked

Half tone illustration
1 33 line screen
Ruxton's Inks
Printone Black

Border
Warren Enamel
Grey No. 20878

July 2016

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