



# The Reflected Works



ADVERTISING

sappi etc



Image from Warren's Standard Printing Papers Advertisement, September 1939



ADVERTISING

From the beginning, our advertising has been prominently featured in leading national newspapers and well-respected trade publications, which highlights our commitment to the printed page as one of the best ways for brands to communicate clearly and effectively.

Some things change while others stay the same. Technological innovation, the invention of new media and the prevalence of data right at our fingertips have all made the ecosystem in which we operate more complex. Despite this, the magnetism of quality-made products remains. And Sappi delivers exactly that.

### THE REFLECTED WORKS

By looking back through the pages, we can look forward to a future of exciting possibilities. Sappi has a rich heritage and a legacy of innovation, which we draw upon as a great source of inspiration and education. The Reflected Works tells our story through a collection of Advertising, Education and Promotion pieces from 1910–1969.

Fully searchable, downloadable and enjoyable, the collection lives on at [sappi.com/reflected-works](https://sappi.com/reflected-works).



2d-1867 Page S. E. P. Dec. 28 ★



## Watch the "waste" when planning printing

HERE is a scene common in every printing plant and heartbreaking to every printer.

Whenever a printing job is not carefully figured for standard size sheets, "cutting to waste" becomes necessary. The printer sees pounds of valuable paper trimmed away, simply because a customer was wanting in foresight.

The man who plans his catalog or booklet to cut from a standard size sheet of paper is conserving. It is the fellow who decides to issue a twenty-eight page catalog, say 9 x 9, without once considering whether or not this will involve "cutting to waste" that needs reforming. His order may be a small one, the waste involved if pointed out to him may seem small. But multiply him by ten thousand and we see the serious side of this "what little I am wasting won't make any difference" attitude.

Odd and unusual size printing, results

**S. D. WARREN COMPANY, BOSTON, MASS.**  
*"Constant Excellence of Product"*

every time in one of two kinds of waste. Either good paper must be trimmed and thrown away or, in case of a large order, the paper mill must stop and reset its machinery for a special run. Every time a special size run of paper is made for you, the total production of paper mills on standard sizes is reduced by one or two tons. When you buy printing, plan for a page size that will cut economically from a stock size sheet. Good stock sizes are 25 x 38; 28 x 42; 32 x 44, and others with which your printer is familiar.

Your printer is also familiar, and favorably familiar, with the entire line of Warren's Standard Papers.

The Warren Suggestion Book, which shows these papers, will acquaint you with them so thoroughly and interestingly that after reading it you and your printer will speak the same language when paper is discussed. It is sent on request to buyers of printing; to printers, engravers and their salesmen.



## Warren's Standard Printing Papers Advertisement

1918

Decisions, decisions. Life is full of them—from the papers that brands choose to promote themselves to the products that consumers invite into their lives. It's through planning that we make well-informed choices, like designing with sheet sizes in mind to eliminate waste and save money. Our archives show how smart communications determine the quality of the consumer-brand relationship.

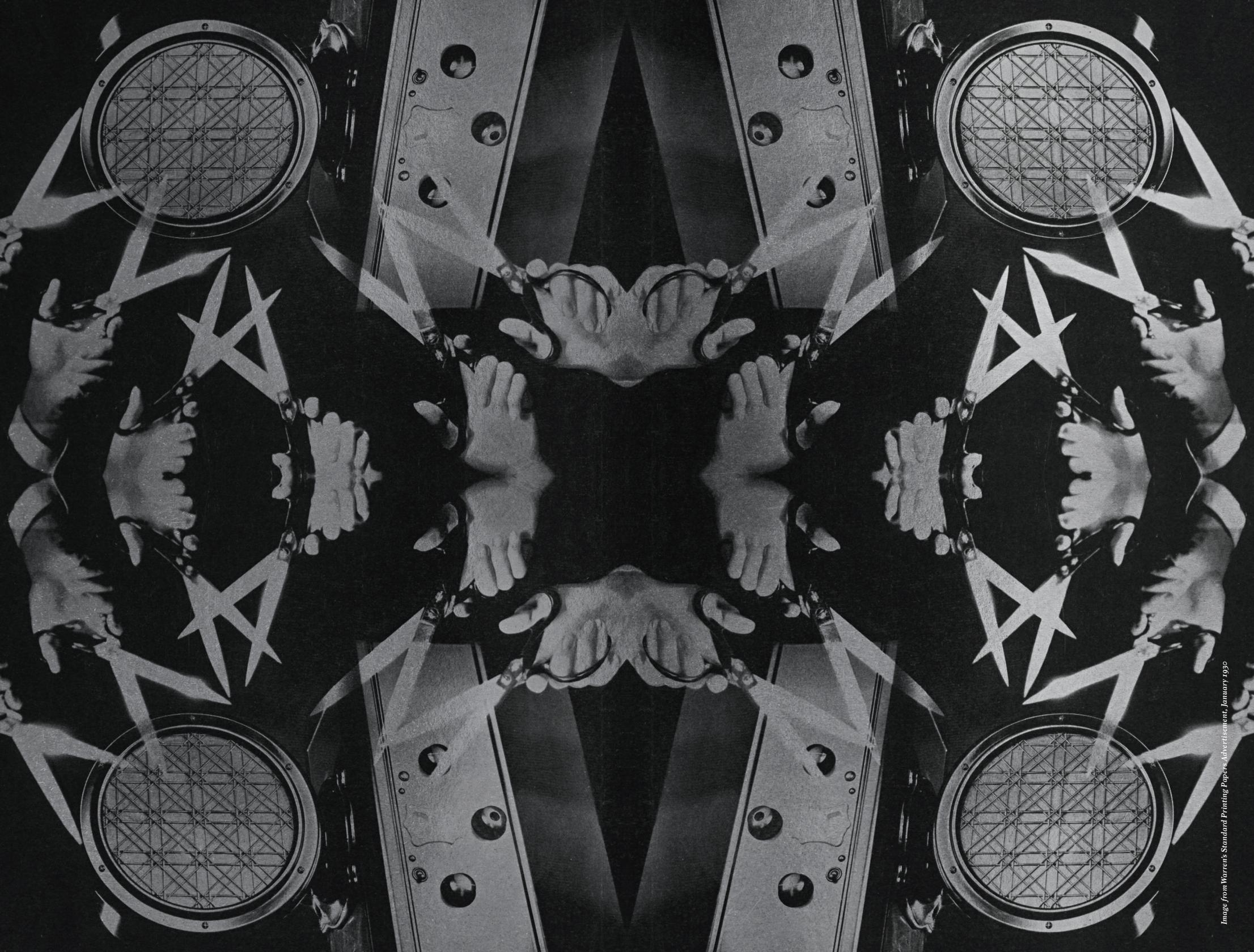


Image from Warren's Standard Printing Papers Advertisement, January 1930



## Use printing today to make sales tomorrow

**F**ORWARD looking businesses that are unable to accept orders today are planting the seeds for the orders they will need tomorrow. They are directing their advertising and promotion toward the maintenance of friendly relations with *old* customers and the development of friendly relations with *future* customers.

Old customers are being provided with informative literature that tells them how to get better results and longer life from equipment and merchandise now in use. Future customers are being won with literature that will help them to buy intelligently tomorrow.

The dual job of instructing old customers and informing future customers is vital to the well-being of businesses now filled with defense orders. It represents an opportunity to use printed literature advantageously without actively promoting sales. It is a part of the answer to tomorrow's sales problem.

The Warren Specimen Exchange offers samples of instructive and informative literature that is being used for this purpose. Your request will bring a collection. S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.



[ BETTER PAPER Printing Papers BETTER PRINTING ]

THIS PUBLICATION IS PRINTED ON WARREN'S LUSTRO GLOSS (Folding Enamel)

"PHOTO-ENGRAVED AND LETTERPRESS PRINTED IN U.S.A."

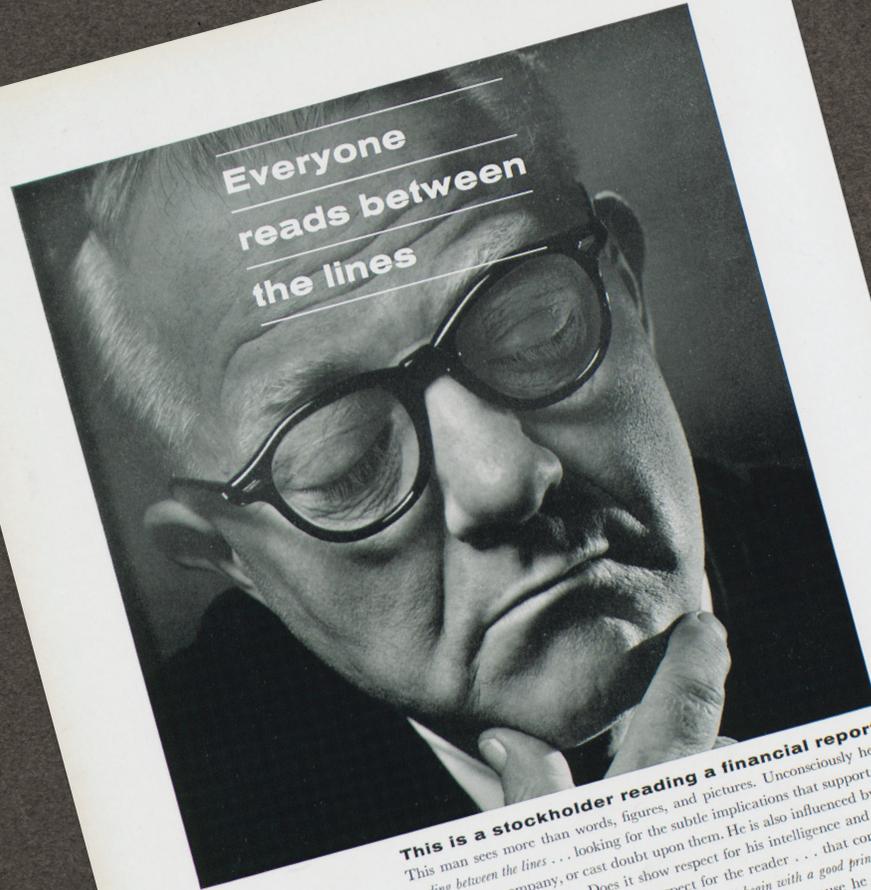


## Warren's Lustro Gloss Advertisement

1940

Sales and marketing isn't a one-and-done kind of deal. It is, and always has been, about building memorable experiences through impactful materials—printed on a surface that only Sappi can offer. We carry the best parts of our past with us into the future. Strong, long-lasting partnerships are strong and long-lasting for a reason—because the results that Sappi delivers are immutable.





Everyone  
reads between  
the lines

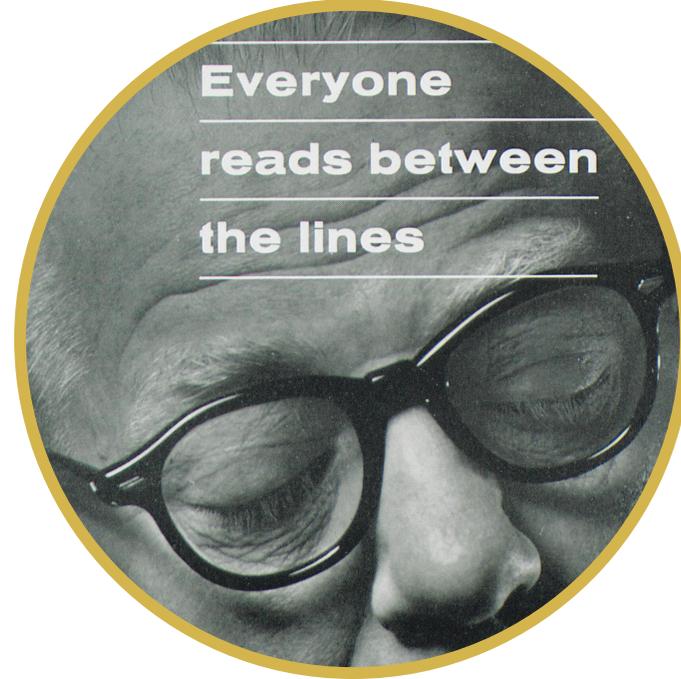
**This is a stockholder reading a financial report:**  
This man sees more than words, figures, and pictures. Unconsciously he is reading between the lines . . . looking for the subtle implications that support the claims of the company, or cast doubt upon them. He is also influenced by the character of the printing. Does it show respect for the reader . . . that company taste? Whenever a company shows respect for his intelligence and good will win respect in return. *Respectful printing must begin with a good printer.* See him early. Most likely he will prefer a Warren paper, because he will get better results — and so will you.

**Warren's**  
HIGH STANDARD

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.

This advertisement appears in  
 The Saturday Evening Post — November 14, 1959  
 Time Magazine — December 12, 1959  
 Industrial Marketing — November, 1959  
 Reporter of Direct Mail Advertising — Nov., 1959  
 Advertising Requirements — December, 1959  
 Business Week — November 14, 1959  
 Printers' Ink — Nov. 27 and Dec. 18, 1959  
 Public Relations Journal — November, 1959  
 Industrial Editor — November, 1959

*This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38-70*



Everyone  
reads between  
the lines

## Warren's High Standard Printing Papers Advertisement

1959

Power exists at your fingertips and at those of your customers. While impressions today are formed through multiple channels, the printed page still achieves something nothing else can. The experience of touch is scientifically proven to prompt greater recall, forging deeper emotional associations with your brand. Investment in a memorable means of message delivery creates mutual respect between you and your audience.



When paired with quality paper and printing, messages travel further. Our advertising from the past still resonates today.

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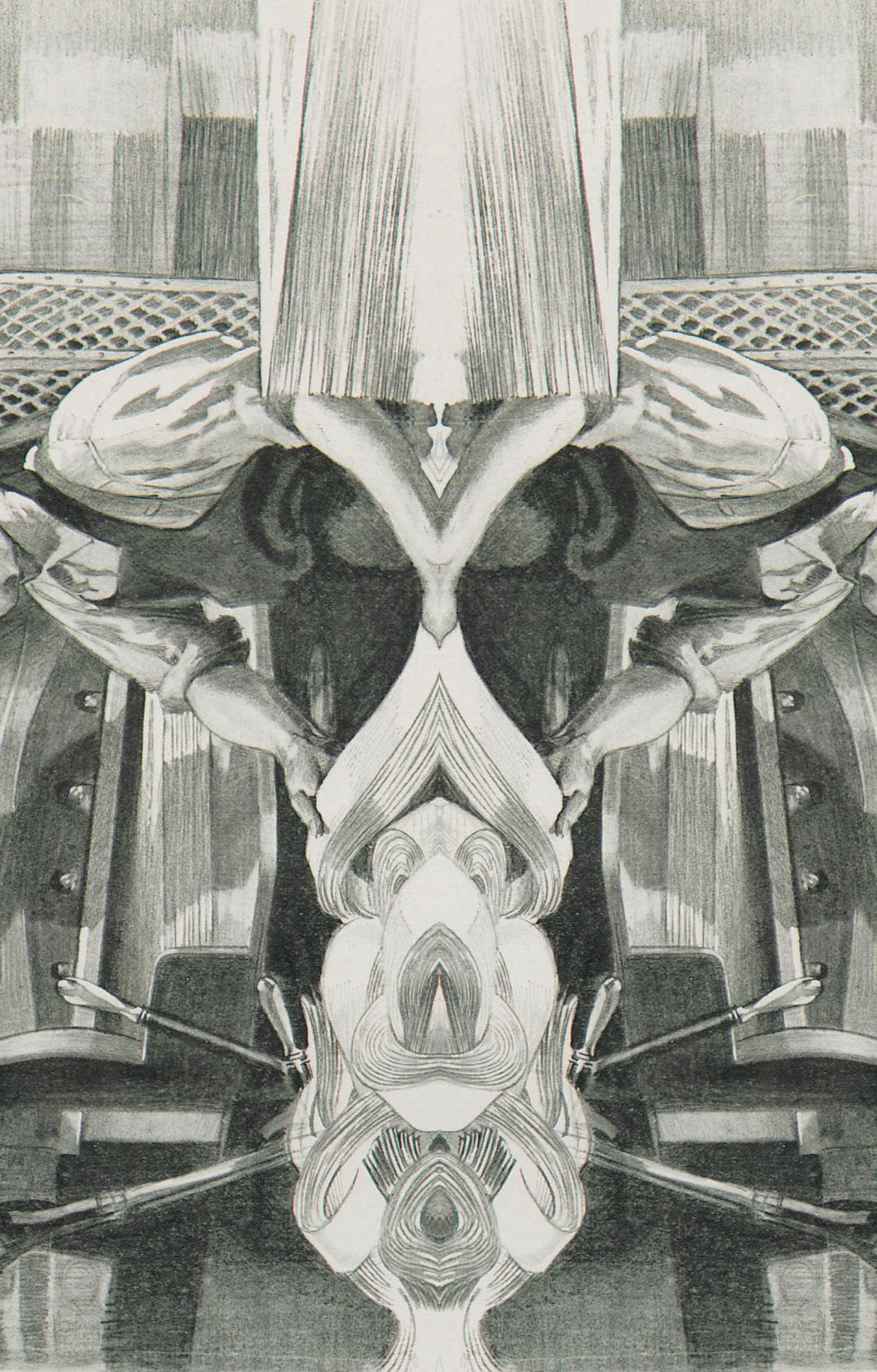
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*Image from Warren's Standard Printing Papers Advertisement, 1918*

Printed on Opus Dull Cover 120lb / 325gsm  
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RECYCLE



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