



EDUCATION

The Reflected Works

sappi etc



EDUCATION

For more than 150 years, we have helped brands make smart decisions about how to best leverage readily available print technologies. Our legacy of innovation, as evidenced by a robust collection of go-to resources, demonstrates Sappi's role as an upholder of standards and a creator of new ones.

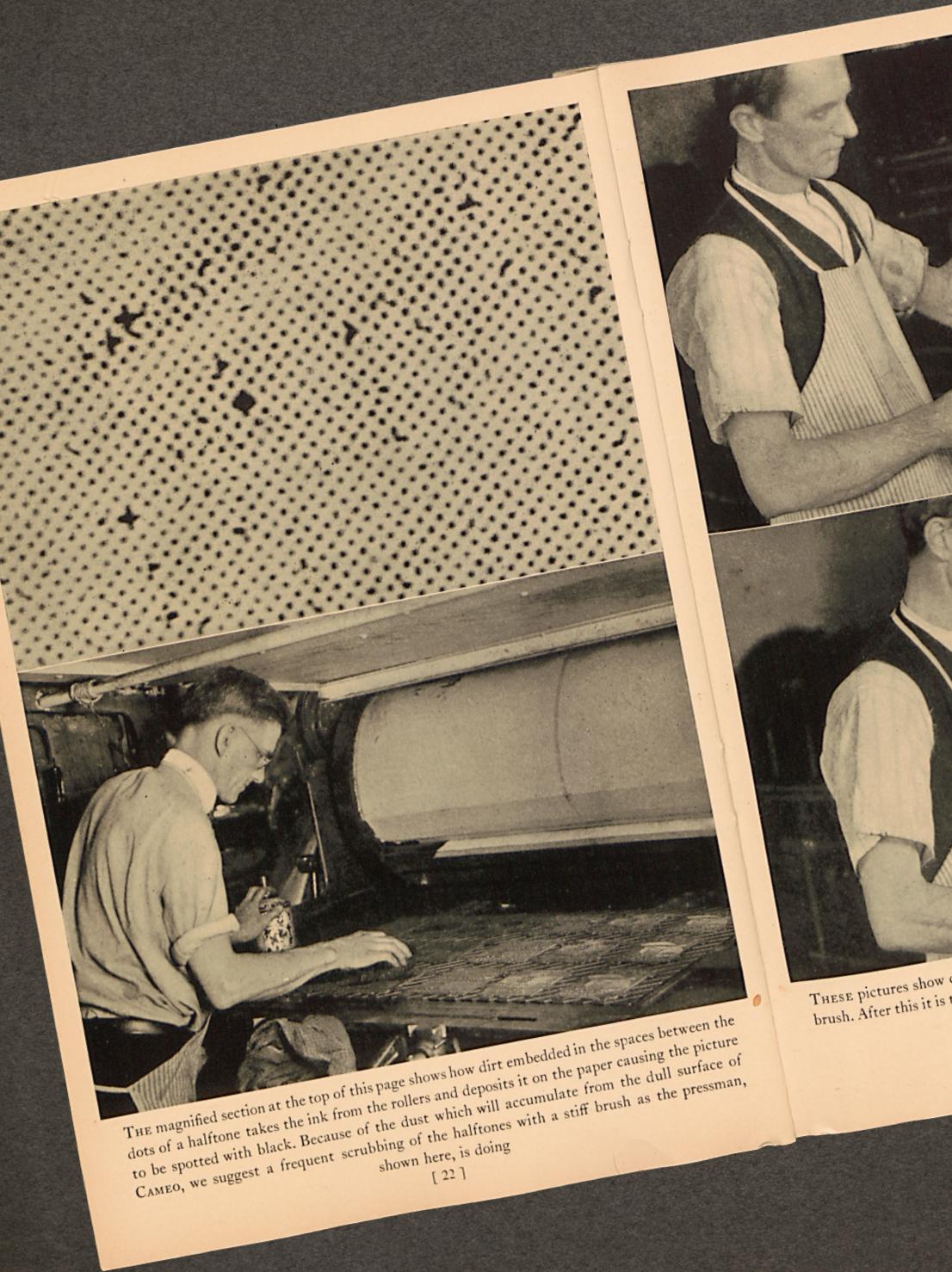
At Sappi, we believe that details matter, which is why we work closely with printers, marketers and merchants to deliver memorable customer experiences. Our partnerships stand the test of time, and our solutions help brands stand out.

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.





THE magnified section at the top of this page shows how dirt embedded in the spaces between the dots of a halftone takes the ink from the rollers and deposits it on the paper causing the picture to be spotted with black. Because of the dust which will accumulate from the dull surface of CAMEO, we suggest a frequent scrubbing of the halftones with a stiff brush as the pressman shown here, is doing

THESE pictures show a pressman scrubbing the halftones with a stiff brush. After this it is t

[22]



The Warren Monthly, June/July

1923

Getting up-close and personal, we zoom in on printing problems that may occur—whether with instructive diagrams or at the other end of the line with our Printer Technical Service reps. Sappi confronts these challenges head-on, partnering with experts to achieve the best possible printed page. Keeping presses free of contaminants is a best practice, even today.





HANGING PAPER IN THE STECHER CURING MACHINE

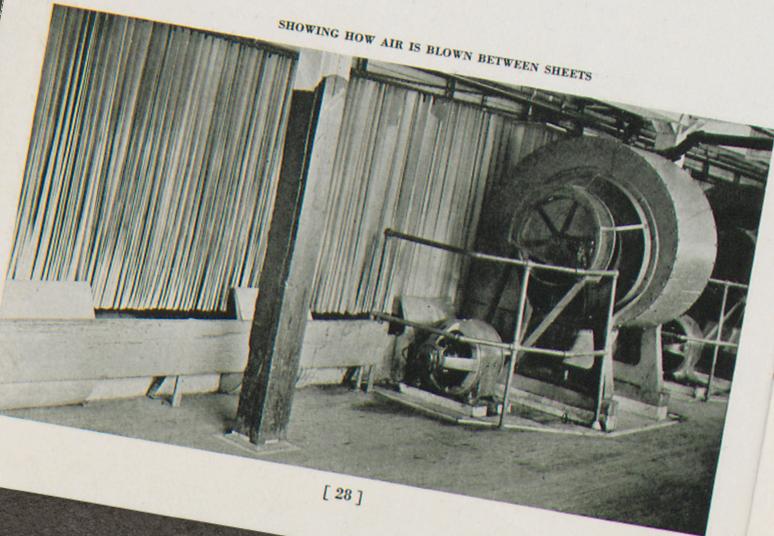
PAPER is being hung up in lifts of six to fifty sheets, depending on the thickness and weight of the paper, after which it travels through the Stecher Curing Machine. The picture below shows the paper as it travels through the machine and air is being blown between the sheets. The paper travels about fourteen inches per minute



REVER

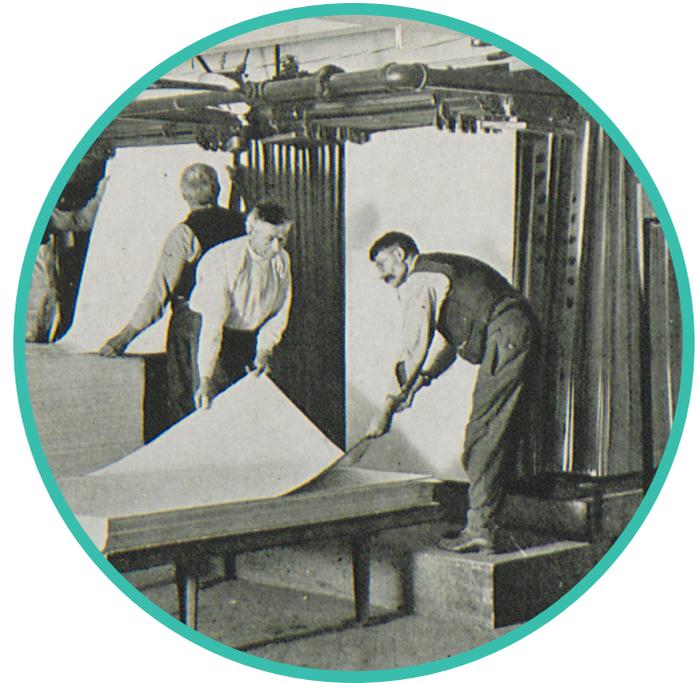
AFTER the paper has versed and hung from face of the paper recei down an

SHOWING HOW AIR IS BLOWN BETWEEN SHEETS



[28]

SHOWING I



The Warren Standard Number 1

1924

Handle with care. It's what we recommend with paper on press and with customers in the field. By maintaining consistent humidity and temperature in the press room, paper won't unexpectedly stretch or shrink, which means less waste and a better-looking final product. Paying attention to the conditions—be they on press or in market—will ensure that you deliver exactly what customers are looking for.





13

The Warren Standard Number 5

1927

Speaking the language of design and getting the most out of Sappi paper was always easy. Just read any number of our how-to guides—whether to learn about calibrating presses or prepping direct mail for optimal performance. Time- or cost-saving techniques can be introduced to the process without sacrificing quality. While sometimes quick and easy does the trick, some ingenuity and upfront investment can pay off handsomely in the long run.



Over time, innovation turns into foundation. See how the knowledge we shared then continues to help shape the industry today.

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Image from The Warren Monthly, June/July 1923

RECYCLE

Printed on Opus Dull Cover 120lb / 325gsm
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Our education, training and consulting resource, Sappi etc., gives you access to more than a century of rare historical documents, detailed case studies and expert technical advice. Whether Sappi-specific or industry-related, Sappi etc. is the go-to for anyone looking to work smarter and better, find inspiration or navigate creative and printing processes.

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