

PROMOTION

Apple Projector Networks

sappi

etc



PROMOTION

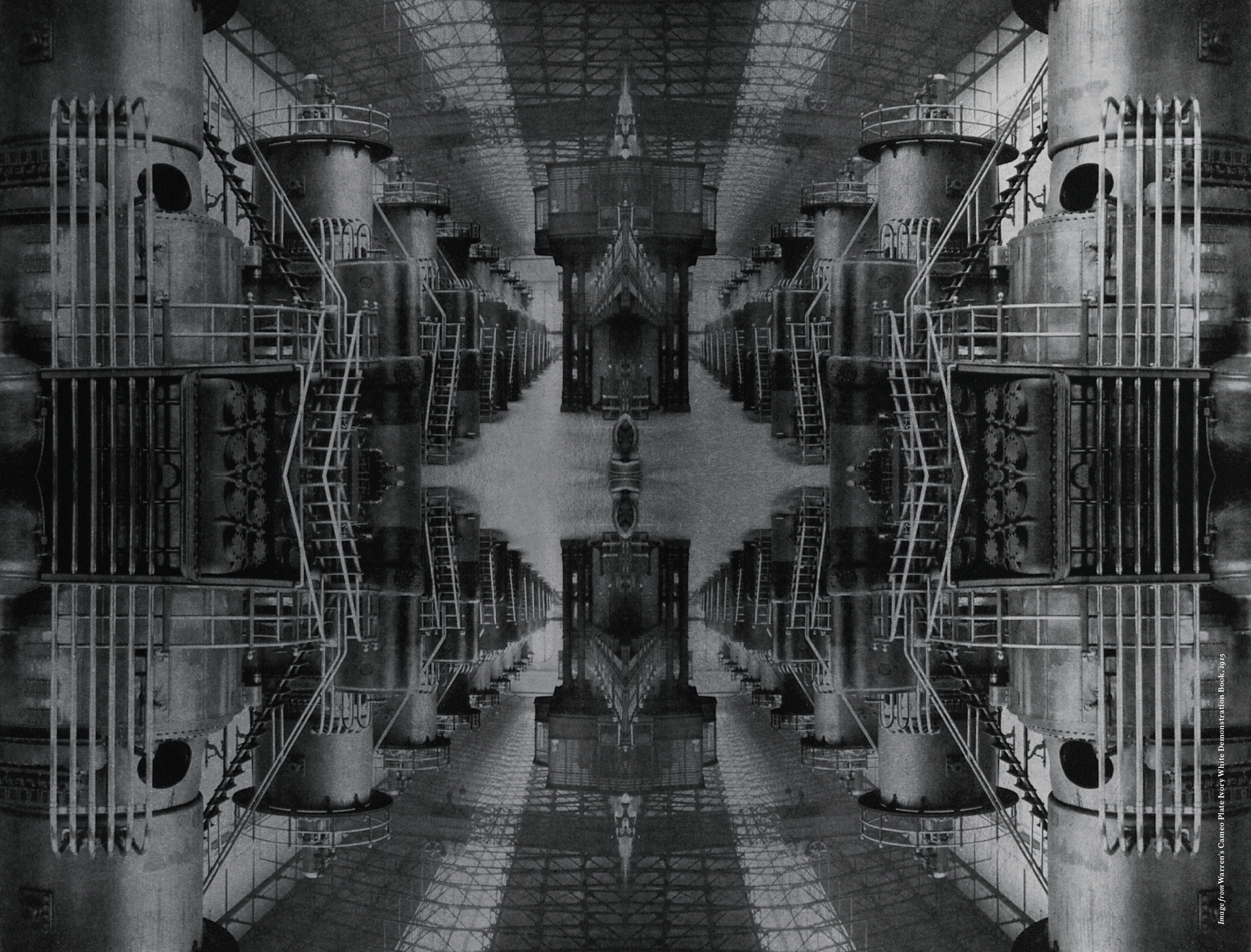
From the beginning,
we've given our customers
options that meet the needs
of any project, campaign or
business. By combining our
grades with exquisite artwork
and state-of-the-art printing,
we've been able to demonstrate
the real power of print.

Sappi is dedicated to making the means
through which the world communicates better
and more beautiful. This commitment can
be seen in our thoughtful curation of words and
images to highlight the quality of our grades.
It's papermaking—raised to an artform.

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.





New Ideas In Illustration

1910

Talented artists, designers and illustrators have long helped our paper grades do the work they were intended to do, which is to tell captivating stories that inspire, educate and sell. The constancy of modern media prevents some messages from rising to the surface, but those that have been crafted with care can—and do. Our print demos have always captured the kinds of details that win hearts, minds and customers.



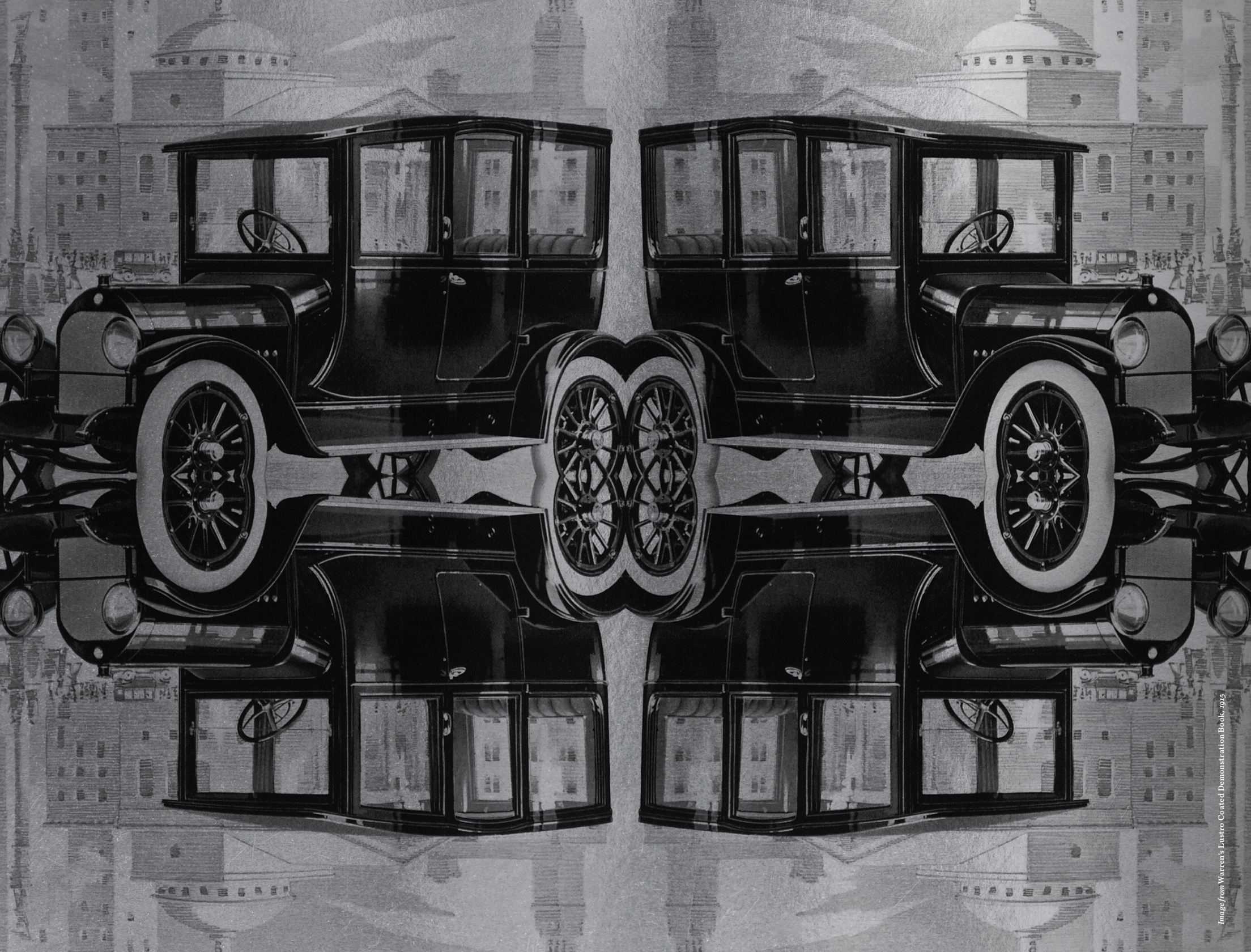
ACTION photographs such as this 150-line screen halftone are difficult to obtain. Getting the desired position of the hand holding the axe probably wasted many exposures, for the eye and hand controlling the shutter of the camera are slower than the action of the man chopping wood. Because of similar difficulties many advertising men have given up the use of the camera for securing pictures which illustrate their product in use and have decided that photography was only useful for pretty girl pictures and pictures of factory buildings and merchandise. The Simmons Hardware Company, St. Louis, Missouri, who loaned us this halftone, think otherwise. Their magazine ads always show pictures of their goods in use and these pictures are nearly always photographs.

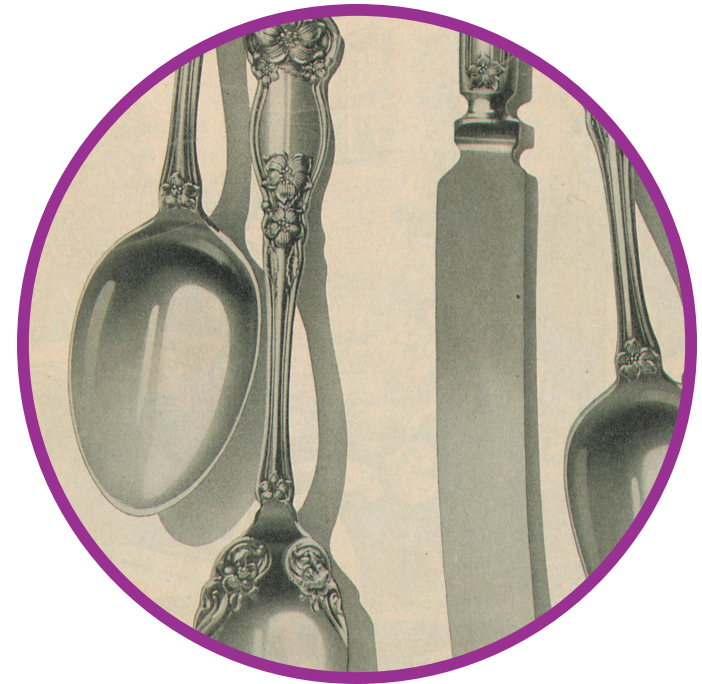
The Simmons Hardware Company's illustration shown on this page is 150-line screen. It is printed on SILKOTE DULLO-ENAMEL, India, 25 x 38-100 lb., as are the other illustrations shown in this insert. No need to use a cheap or ordinary coated paper, when you can buy SILKOTE for the same money or less. For circulars, booklets, catalogs and house organs, this new paper meets every requirement, at a price far below what you have heretofore been obliged to pay to get results equal to those shown in this signature.



"THE photograph people," says The photograph Company, Rochester, and not on a won't say, "O his attention to what these are. concerns because

Printed on SILKOTE for both type and has the further Company, Rochester





Warren's Printone Demonstration Book

1915

Focusing on the finer points, we highlight successful promotions that have delivered results for brands. With print, the real impact comes in combining image, press, printing technique and paper grade to maximum effect—from showing flesh tones and metallics to creating depth and dimension with intricate illustrations.





13

Warren's
Suggestion Book

1917

Great imagery helps show and tell the benefits of printing with the finest coated paper. We can take both the visually complex and graphically simple and render them beautifully. By maintaining a collaborative process with print partners, we can achieve deep, rich floods of color as well as eye-catching typographic demonstrations.

The Reflected Works

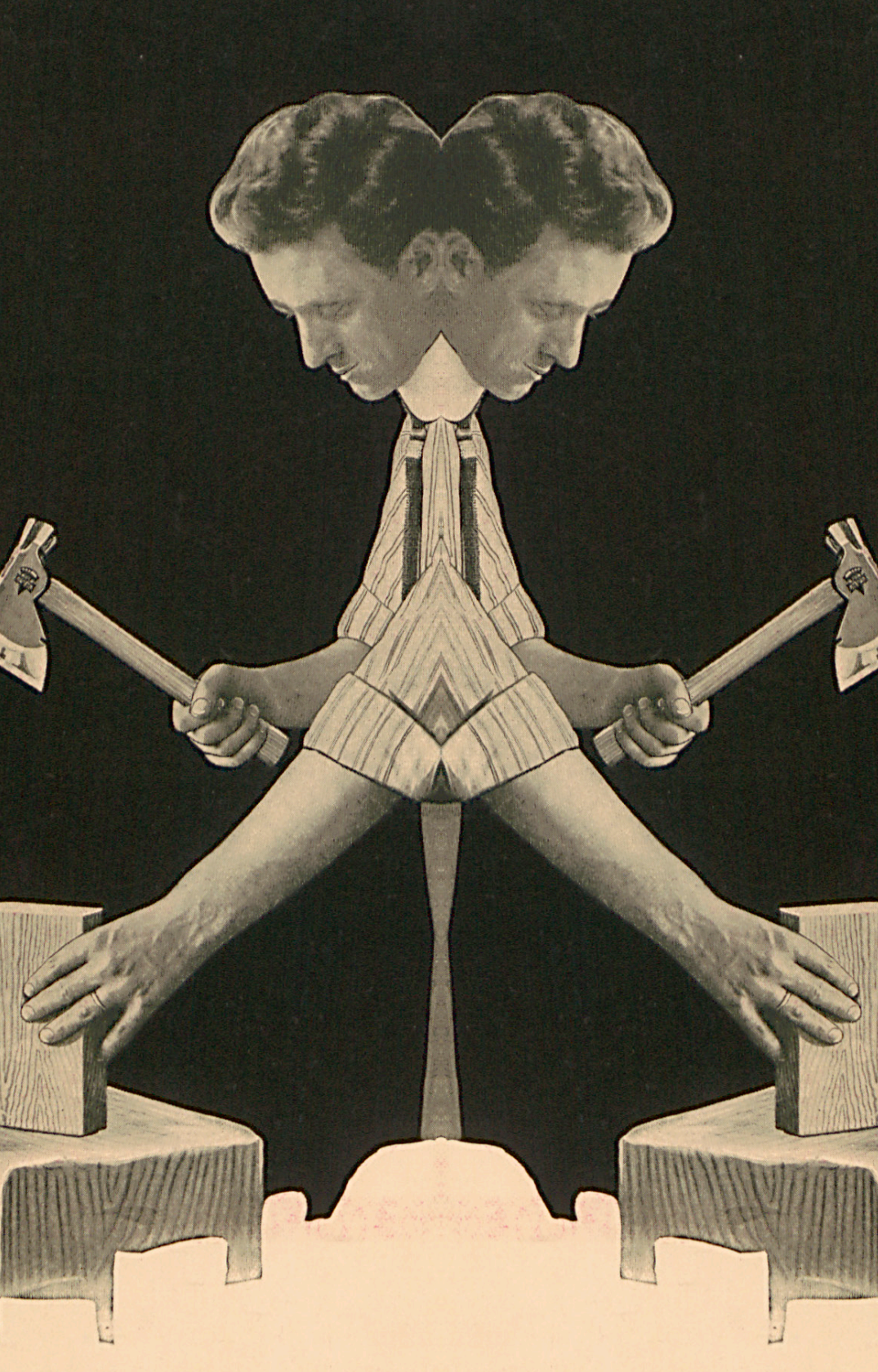
By looking back through the pages, we can look forward to a future of exciting possibilities. Sappi has a rich heritage and a legacy of innovation, which we draw upon as a great source of inspiration and education. The Reflected Works tells our story through a collection of Advertising, Education and Promotion pieces from 1910-1969. Fully searchable, downloadable and enjoyable, the collection lives on at sappietc.com/reflected-works.



Image from New Ideas in Illustration, 1910

Printed on Opus Dull Cover 120lb / 325gsm
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Some things shouldn't change, like offering customers a wealth of paper options and demonstrations. True then, true always.



sappi etc

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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sappietc.com/reflected-works



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