

A photograph of a toddler and a dog standing on a gravel path outdoors. The toddler, on the left, has blonde hair and is wearing a dark blue and white striped hoodie, blue jeans, and brown shoes with bright orange laces. The dog, on the right, is a medium-sized breed with tan and white fur, wearing a dark collar. They are both looking at each other. Two speech bubbles are overlaid on the image: one above the dog's head and one below it. The background shows green grass and trees.

BRIGHT

IDEAS

to stand out
on Opus.

sappi



STANDING OUT

is about the willingness to be different, embracing what makes you unique and expressing your vision with absolute confidence.

We're celebrating the spirit of individuality with ten inspiring ideas to help you stand out from the crowd. And we're doing it on the new Opus® sheets, the beautiful and versatile premium paper that's now two points brighter—helping brands stand out more than ever.



No.1

FORTUNE FAVORS THE BOLD

Sometimes the path is obvious, sometimes facts and figures point the way forward. Other times, you need to trust your instincts, close your eyes—and jump.





More
is
usually
less



No. 2

Be distinctive by being selective. Sometimes
a few choice elements can do more for you than
a houseful of them.



No.3

Hard work takes everything you've got—and then some. So dig in, get dirty and leave it all on the field.





No. 4



STEAL ²/₆ AND
²/₆ BE STOLEN
FROM

Learn from others. Not just their triumphs,
but their mistakes, too. Embrace your influences—
and with luck, become one.



Noise is just noise

No.5

Feedback makes us better, but you don't need to compromise your vision to be successful. Listen to what works; tune out the rest.



No. 6

Know what you've got and own it. Your poise and presentation—in life and in business—can help you make a striking impression.

CONFIDENCE LOOKS RAVISHING







No. 7

Being recognized is great. But don't be afraid to toot your own horn.



STRUT YOUR
STUFF

WHEN LIFE GIVES YOU ICE—



No.8

Setbacks and hardships are just a fact of life. And when they happen, ingenuity and attitude can help you weather almost anything.

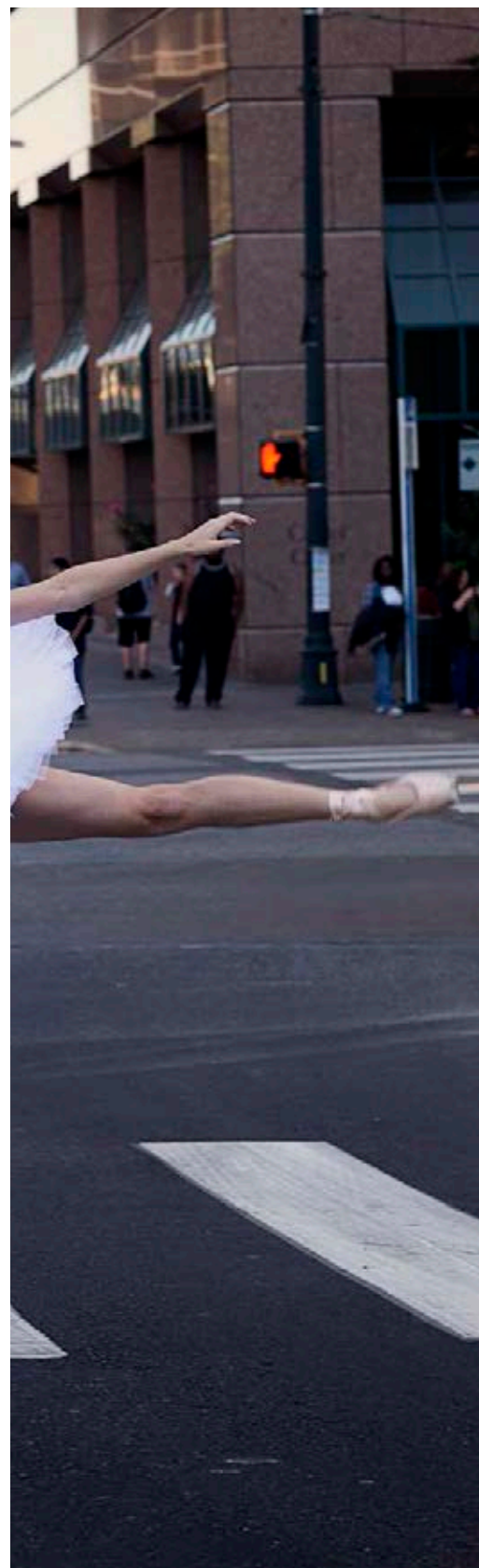
MAKE ICE CREAM





No.9

A change of scenery, a surprising juxtaposition, combining the classical with the practical—all great ways to stretch yourself and come up with fresh ideas.

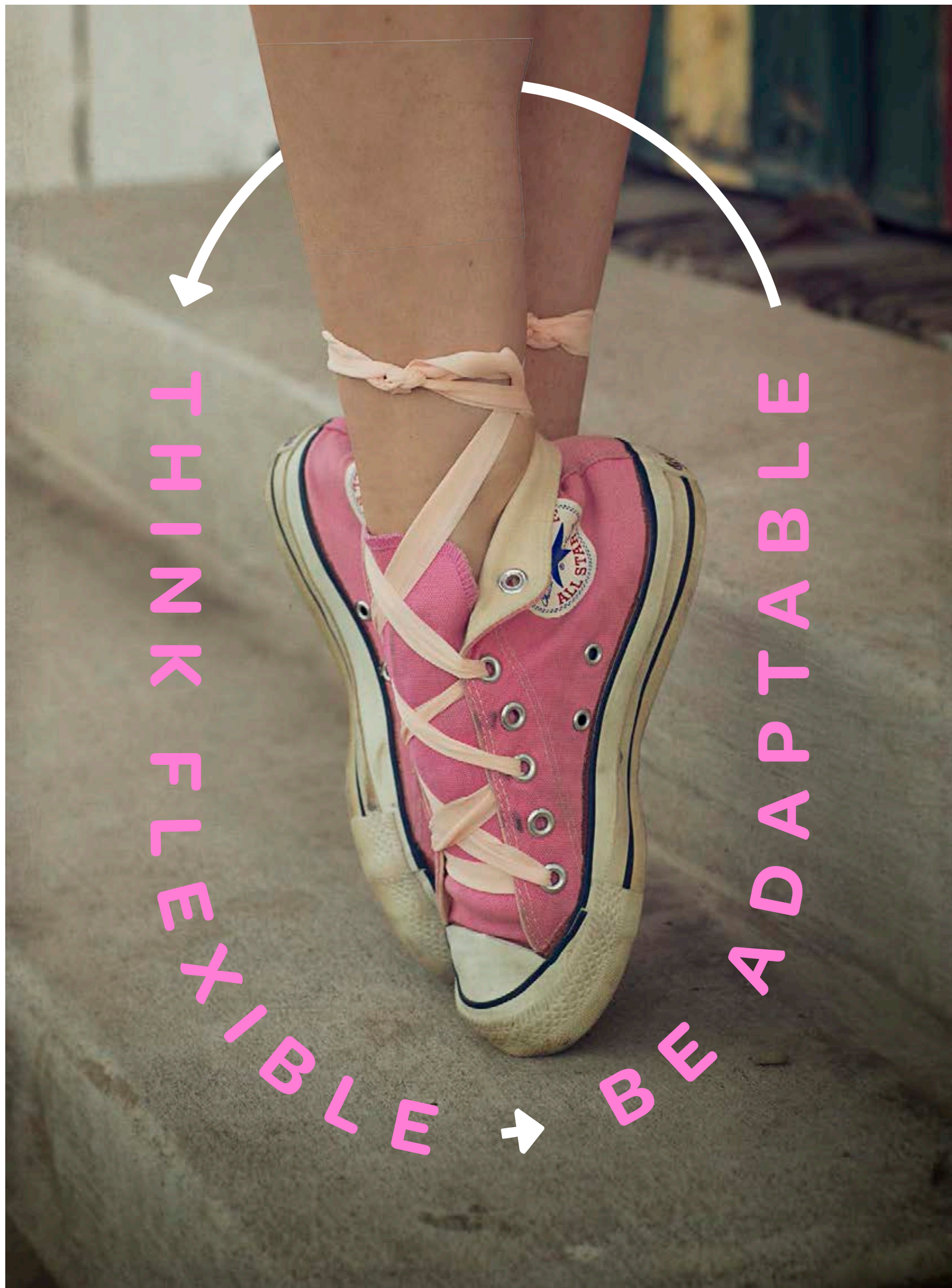


THINK FLEXIBLE

BE



ADAPTABLE



Consistency
brings
respect



No.10

Greatness is like compound interest. It accrues one day at a time, and if you invest in yourself and your skills, it can pay off big-time.

-Bill



**The fine line
between complex
and confident.**

To truly stand out, you have to have vision, be willing to take risks and execute with precision. It's no different for brands that recognize the power of print to differentiate themselves from their competition. But who has time to choose the right paper for every different print deliverable?

That's where Opus comes in. When brands need to perform across integrated print campaigns, they trust Opus because it's the stunning premium paper with the broadest range of weights and finishes in sheet, web and digital formats. That means striking consistency across print ads, direct mail, catalogs, posters and more—reflecting beautifully on the brand. And now, with a brightness increase of two points, Opus sheets delivers more impact than ever.

One decision. One paper. Total confidence.
That's the bright idea behind Opus.

Specifications

PRESS 40" Komori fully automated, fully interdecked 8 lamp UV press

SCREENING Printed 175 line screen

GRIT COATING Ipsam eumquam qui te vendeli quisite mporecusam esendig enducipsam quibus, inciis et

SCENIC WHITE COATING Ipsam eumquam qui te vendeli quisite mporecusam esendig enducipsam quibus, sintissequi inciis et

RETICULATING VARNISH Specially silicone enhanced varnish causes coating to bead up when applied over it

OPUS DULL COVER 120lb / 325gsm.



PRODUCTION NOTES
4-color process plus spot
soft-touch aqueous with spot
raised UV gloss varnish

PHOTO Wynn Myers



PRODUCTION NOTES 2 hits match red
plus spot raised gloss UV coating

For more information about Opus
please visit www.sappi.com/Opus.

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www.sappi.com/na



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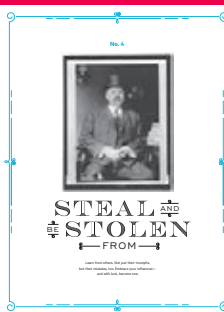
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OPUS GLOSS TEXT 100lb / 148 gsm.



PRODUCTION NOTES 4-color process, match gray for
duotone plus spot matte varnish and spot gloss varnish

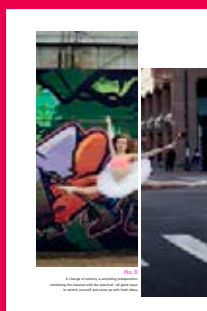
PHOTO Wynn Myers, Library of Congress



PRODUCTION NOTES 4-color process plus spot dull
reticulated UV coating and spot gloss coating

ILLUSTRATION Tom Tomkinson

OPUS MATTE TEXT 100lb / 148 gsm.



PRODUCTION NOTES 4-color process, spot neon pink,
spot neon pink bump plate plus dull varnish

PHOTO Michael Johnson



PRODUCTION NOTES 4-color process plus spot gloss
varnish, spot dull varnish and spot grit coating

ILLUSTRATION Patrick Fraser



OPUS DULL TEXT 100lb / 148 gsm.

OPUS MATTE TEXT 100lb / 148 gsm.



PRODUCTION NOTES 4-color HUV inks

PHOTO Ewan Burns



PRODUCTION NOTES 4-color process, match neon pink, neon pink bump plate plus raised UV gloss varnish

PHOTO Ewan Burns

ILLUSTRATION Tom Tomkinson



PRODUCTION NOTES 4-color process plus spot matte varnish and spot grit coating

PHOTO Patrick Fraser

OPUS GLOSS TEXT 100lb / 148 gsm.



PRODUCTION NOTES 4-color process, spot red, spot red bump plate, spot black bump plate plus spot gloss varnish

PHOTO Geof Kern



PRODUCTION NOTES 4-color process plus spot soft-touch UV

PHOTO Michael Johnson

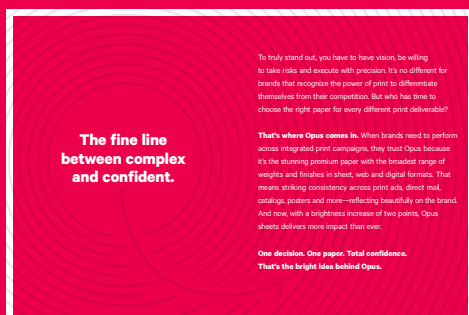


PRODUCTION NOTES 4-color process, plus spot raised UV coating and spot Scenic White coating

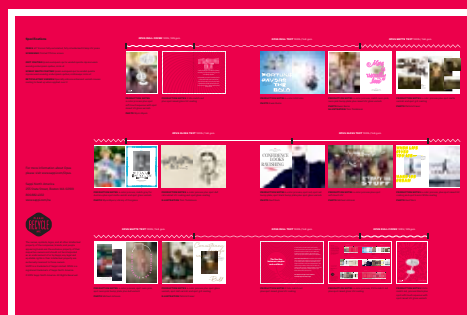
PHOTO Geof Kern

OPUS DULL TEXT 100lb / 148 gsm.

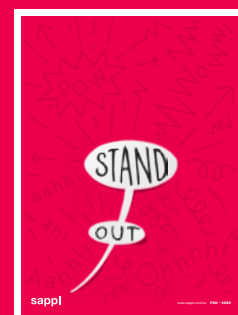
OPUS DULL COVER 120lb / 325gsm.



PRODUCTION NOTES 2 hits match red plus spot raised gloss UV coating



PRODUCTION NOTES 4-color process, 2 hits match red plus spot raised gloss UV coating



PRODUCTION NOTES 2-hits match red, process black plus spot soft-touch aqueous with spot raised UV gloss varnish

STAND

OUT