

Sappi Digital Papers Surface

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sappi

Skin. Rind. Shell. Coat.

Surface is our starting point, the foundation of an ongoing dialogue. Ambassador to the contents, surface is gatekeeper to those valuable things that need protecting. Just as exciting as the outer layer is what lies underneath. This juxtaposition—the push and pull of superficiality and substance—is cause for exploration. By observing the exterior, we're bound to ask, “What is inside?”

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Landscape

A deeper look at digital printing, and the world at large, reveals innovation at every turn. Things which we had only dreamed of even just a few years ago—including McCoy's digital lineup—are now readily available, widely used and best practice.

These innovations drive us to look further ahead of the curve to bring new things to life and into adoption. Never stop asking and redefining what's possible. You may be surprised at what you find.

McCoy®

The best brands partner with players who make the grade. For demanding projects, McCoy exists to feed the adventurous, boundary-pushing spirit of printers, marketers and creatives. McCoy for HP Indigo offers guaranteed photobook-quality performance and, along with McCoy Digital, exceeds the most rigorous standards in digital printing. So keep specifying and shaping what it means to live in this digital age.

Nothing Like It

Backed by third-party testing, McCoy offers two distinct sheets made specifically to perform across a range of digital presses. McCoy for HP Indigo showcases premium printing on HP Indigo presses while McCoy Digital runs superbly on Kodak NexPress, Xerox iGen3 and iGen4 and other digital production color presses.

The Finest Ingredients

McCoy boasts the most consistent surface possible. This uniformity gives clarity, color intensity and unrivaled detail—every time.

Basis Weights Galore

McCoy features an expansive range of basis weights to suit your needs: from 80lb and 100lb text to 65lb through 120lb cover.

Enhanced Optics

Engineered to deliver optimal contrast and vivid color across Gloss and Silk finishes, McCoy has a unique coating formulation that ensures lasting whiteness and image integrity.

Earth Conscious

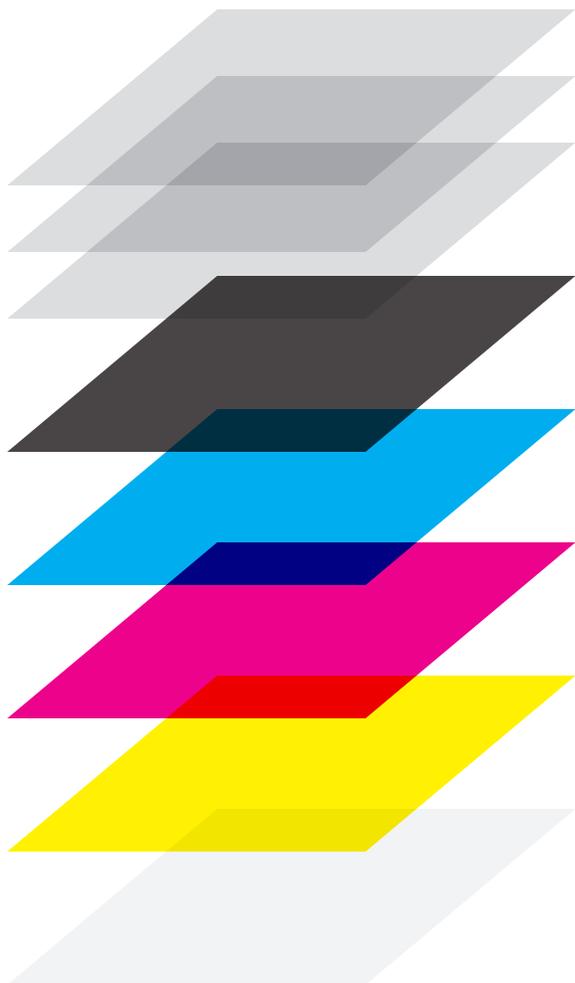
McCoy is FSC® and SFI® Chain of Custody certified and Lacey Act compliant. 100% of the electricity used to manufacture McCoy is generated with Green-e® certified renewable energy, and McCoy sheets contain 10% Post-Consumer Recycled Fiber (PCRf). A certified SmartWay™ Transport Partner, Sappi holds an unwavering commitment to sustainability.

The System

A great deal of work goes into making something look easy. Which is the reason behind exploded-view process stories with detailed production notes. From McCoy beginnings to stunning results, the demos highlight our journey—step by step, layer by layer.

PRODUCTION TECHNIQUES

COST SCALE



Additional Effects

Black

Cyan

Magenta

Yellow

Paper



Notes

—
What exactly am I looking at? How much does it cost? Bottom lines, bang for your buck, blowing it out of the water—sometimes it's the little things (or the big things) that make all the difference. With the latest and greatest digital printing techniques, good gets to great in quick turn.

Here, your questions are answered. And if you have more, just ask your printer to explain how you can help bring the future of digital printing to the here and now. The digital toolbox is larger than you think.

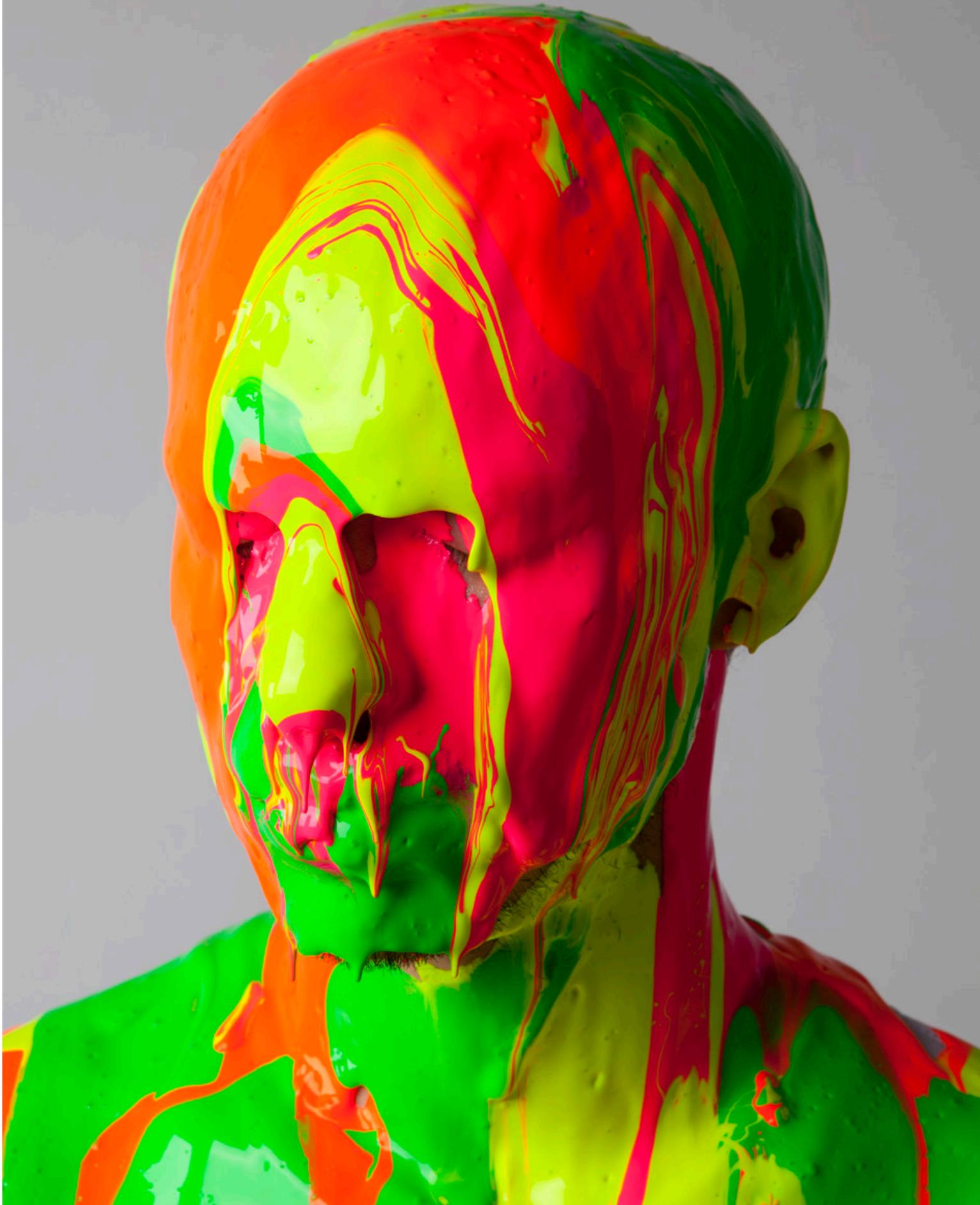
01

Wet paint. The signs caution us to steer clear, but then, when have we ever passed up an opportunity to play? Compelled to touch, we throw caution to the wind and delight the senses with a beautiful mess.



Akatre

—
DESIGNERS AND PHOTOGRAPHERS Producing both non-commissioned work and work designed for clients in the art, culture, music, fashion and luxury fields, Akatre is a Paris-based design agency known for its distinctive and experimental visual creations—fluidly overlapping between photography, graphic design, art and typography. Its past clients include Mains d'Œuvres, a multidisciplinary contemporary art venue; TU-Nantes, a cutting-edge performance space at the University of Nantes; Fondation Cartier, Cartier's contemporary art center in Paris; and Para One & Tacteel, a French electronic music duo.



01

Leveraging the photobook quality of McCoy for HP Indigo, we ran the gamut with a multilayered approach that brings paint to three-dimensional life. Brilliant colors become even more brilliant against the bright-white surface of McCoy.

PRODUCTION TECHNIQUES

COST SCALE



Scodix PolySENSE™
Clear Polymer at
Variable Densities

Black

HP Expanded
Gamut Look Up
Table Cyan

HP Expanded
Gamut Look Up
Table Magenta

HP Expanded
Gamut Look Up
Table Yellow

Paper

0 ————— \$

Notes

Printed on the HP Indigo 7600, an in-device expanded gamut Look Up Table (LUT) is combined with the tactile effects of Scodix SENSE™ digital technology. An LUT in the HP Indigo's software enables the device to print more vibrant color by expanding the CMYK color gamut. After 4-color process printing, the Scodix Ultra digital press utilizes pre-built masks to apply Scodix PolySENSE™ to specific areas of the sheet, creating engaging textures and patterns. The raised effect pushes the image's inherent dimensionality even further.

02

Other worldly. We see new campaigns that change our perspective, offering fresh takes on what we believe to be possible. Upon impact, hidden dimensions come into focus—our experience transforms from virtual to very real.



Mario Hugo

—
DESIGNER AND ILLUSTRATOR Founder of the artist management and creative agency Hugo & Marie, Hugo is also a frequent collaborator with independent music labels. For ESP Institute, he has produced acclaimed album work for Michael Ozone (pictured), Land of Light, Biology, The Curse of Soft Rocks, Tornado Wallace, Sea Power and Change, Cos/Mes, Shocks and Things Done.



02

Maximizing impact for brands while minimizing impact on our planet, McCoy epitomizes Sappi’s commitment to improving the environments in which we live. The gloss-finish sheet with an overall matte finish shows that you can have the best of both worlds.

PRODUCTION TECHNIQUES

COST SCALE



Kodak
NexPress
Overall
Matte Finish

Black

Cyan

Magenta

Yellow

Paper



Notes

—
An overall matte finish is achieved by using a Matte Fuser Roller in place of a standard fuser roller. After a simple 15-minute component change, the Matte Fuser Roller virtually eliminates the differential gloss created by dry ink on digital paper without any additional file preparation required. The result is a rich aesthetic effect that rivals offset.

03

First impressions.
Attributes at a brand's very core find outward expression in how we dress them up. The resulting message is captured in flashbulb fashion and shared in an instant.



Jamie Nelson

FASHION AND BEAUTY PHOTOGRAPHER Born in a cabin in a small town in Texas, Nelson was raised in Colorado Springs, Colorado—where she would discover her passion for photography at the age of 17. After graduating from California's Brooks Institute of Photography, she moved to New York City to begin what would become a successful career in fashion and beauty photography. Nelson's work has appeared in *Vogue*, *Allure*, *ELLE*, *Harper's Bazaar*, *Lula* and *Vanity Fair*, with clients ranging from campaigns for Maybelline, Make Up For Ever, Target and Forever 21 to celebrity clients including *The Walking Dead*'s Danai Gurira, Leslie Bibb and Solange Knowles.



03

Beyond the proverbial velvet rope, you'll find a palette of dazzling colors printed on McCoy Digital, a substrate that helps you achieve the most heightened color intensity possible. Indeed, metallics can reflect far more than just light.

PRODUCTION TECHNIQUES

COST SCALE



Offline
Gold Glitter
UV Coating

Black

Cyan

Magenta

Yellow

Paper



Notes

Printed 4-color process, the vibrancy of the image is pushed even further with a gold glitter UV coating. The spot application of the coating on the image area is achieved using a photopolymer plate on an offline coater. While a variety of glitter and pigment options are available, from gold and silver to color-shifting, the glitter used here is a gold particulate that produces an iridescent effect.

04

Dig in. We unearth delicious gifts that nourish the creative soul—that with the proper care and attention, grow to communicate the very best of what we represent and who we really are.



Akatre

DESIGNERS AND PHOTOGRAPHERS Since its founding in 2007 by Julien Dhivert, Sébastien Riveron and Valentin Abad, Akatre has become one of Paris's most sought-after design agencies. Marked by bold swaths of color, elaborate photographic still lifes and striking re-appropriations of everyday objects, Akatre's work has been featured in *Le Monde*, *Gestalten*, *Grafik*, *IDN*, *Computer Arts* and *It's Nice That*—and appeared in Musée des Arts Décoratifs, Palais de Arts and Festival International de l'Affiche et du Graphisme de Chaumont.



04

The customer journey can be incredibly complex; therefore, brand experiences must be memorable. McCoy for HP Indigo is engineered and optimized to capture the finest details, drawing the eye deep while providing a consistent surface upon which to layer.

PRODUCTION TECHNIQUES

COST SCALE

	<p>Scodix PolySENSE™ Clear Polymer at Variable Densities</p> <p>Black</p> <p>Cyan</p> <p>Magenta</p> <p>Yellow</p> <p>Paper</p>	<p>0 \$</p> <p>Notes</p> <p>—</p> <p>Following 4-color process printing, pre-built masks are used to apply Scodix PolySENSE™ to specific areas of the sheet at variable densities—10% on the red portion of the background and 100% on the cabbage veins. In one pass, the Scodix Ultra digital press yields different surface levels, making the image truly dimensional. Scodix SENSE™ digital technology delivers eye-catching impact that is compounded further through the sense of touch, creating a multisensory marketing experience.</p>
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05

Skin deep. The essence of beauty lies not only in what it reflects but also in what it reveals. As perception deepens through the sensation of touch, what you see isn't necessarily what you get.



Mario Hugo

DESIGNER AND ILLUSTRATOR Brooklyn-based Hugo distinguished himself early in his career by winning the Art Directors Club's Young Guns competition. His illustrations have appeared in *The New York Times Magazine*, *Flaunt* and *Quotom*—along with albums from Lorde, Coldplay, J. Cole, Rihanna and ESP Institute. In addition to his own craft, he is also founder of Hugo & Marie—an artist management and creative agency serving brands including Capitol, EMI, Warp Records, Dolce & Gabbana, Nike and IBM.

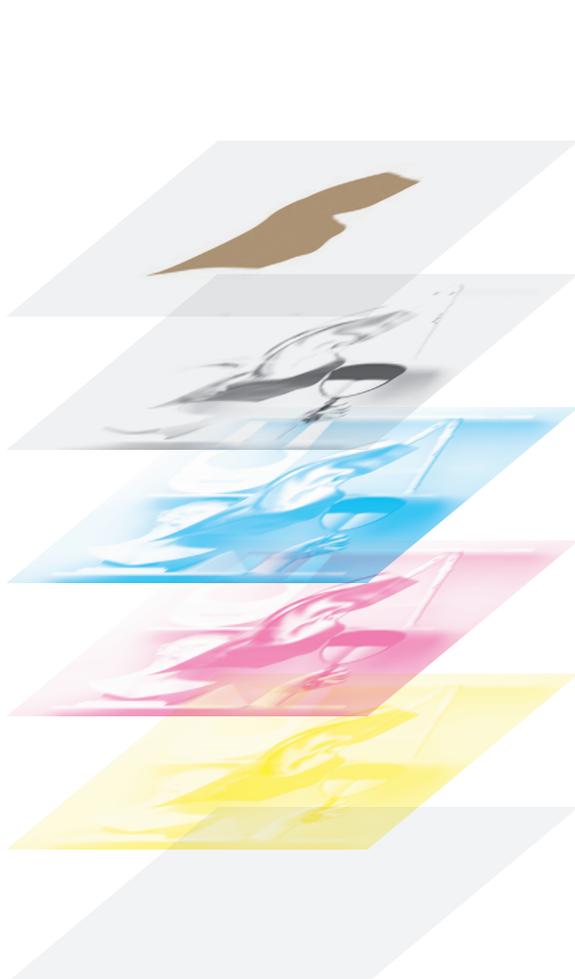


05

When clarity and crispness are paramount, choosing McCoy can be music to everyone’s ears. Adding metallic inks to the mix creates amazing visual effects when printed on McCoy. Sometimes the shiny things are really what compel customers to act.

PRODUCTION TECHNIQUES

COST SCALE



Spot Kodak
NexPress
Gold Dry Ink

Black

Cyan

Magenta

Yellow

Paper



Notes

—
To heighten the sensory experience of short-run color applications, Kodak NexPress Gold Dry Ink can be utilized to dramatic effect. The ink is loaded into the Fifth Imaging Unit, providing a cost-effective means of printing with sparkling metallics. The effect takes place inline, maintaining press productivity while generating high-impact results.

06



Shellbound. The age-old question of which came first has puzzled us for many a generation. Be it chicken or egg, offset or digital—the answer is revealed when we crack the outer layer of possibility.



Justin Fantl

ADVERTISING AND EDITORIAL PHOTOGRAPHER Raised in New Hampshire, educated in New York City and San Francisco and currently residing in Los Angeles, Fantl has a body of work that is similarly wide ranging. A perpetual observer and explorer, he is equally at home in the studio and outdoors—with awards including PDN's 30, PDN Photo Annual, Communication Arts Photo Annual and APA Best in Still Life. His clients include Nike, Levi's, Old Spice, Google, Cisco, Autodesk, The New York Times Magazine, WIRED, Bloomberg Businessweek, Details, Dwell, GQ, Fast Company and The Wall Street Journal.

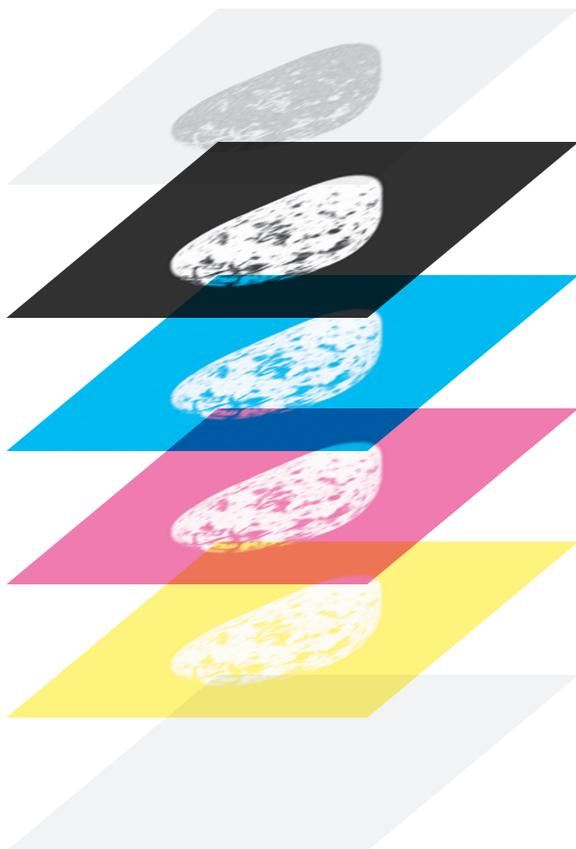


06

The question of when to choose digital is an important one, and with incredible technological advancements, it is often an easy one. From hyperlocal campaigns using variable data to small, custom runs that shine using spectacular effects, digital platforms deliver like never before.

PRODUCTION TECHNIQUES

COST SCALE



Offline Spot
Silver Glitter
UV Coating

Black

Cyan

Magenta

Yellow

Paper



Notes

Following 4-color process printing, a spot silver glitter is applied to elevate the simple, stark beauty of the egg's shell. By using a photopolymer plate on an offline coater, the egg sparkles in contrast against a deep, rich black made possible by high-heat toner adhesion. With a variety of particle sizes, shapes and colors to choose from, glitter UV coating creates additional depth between the background and foreground and offers a range of experiences—from subtle iridescence to high-sparkle sheen.



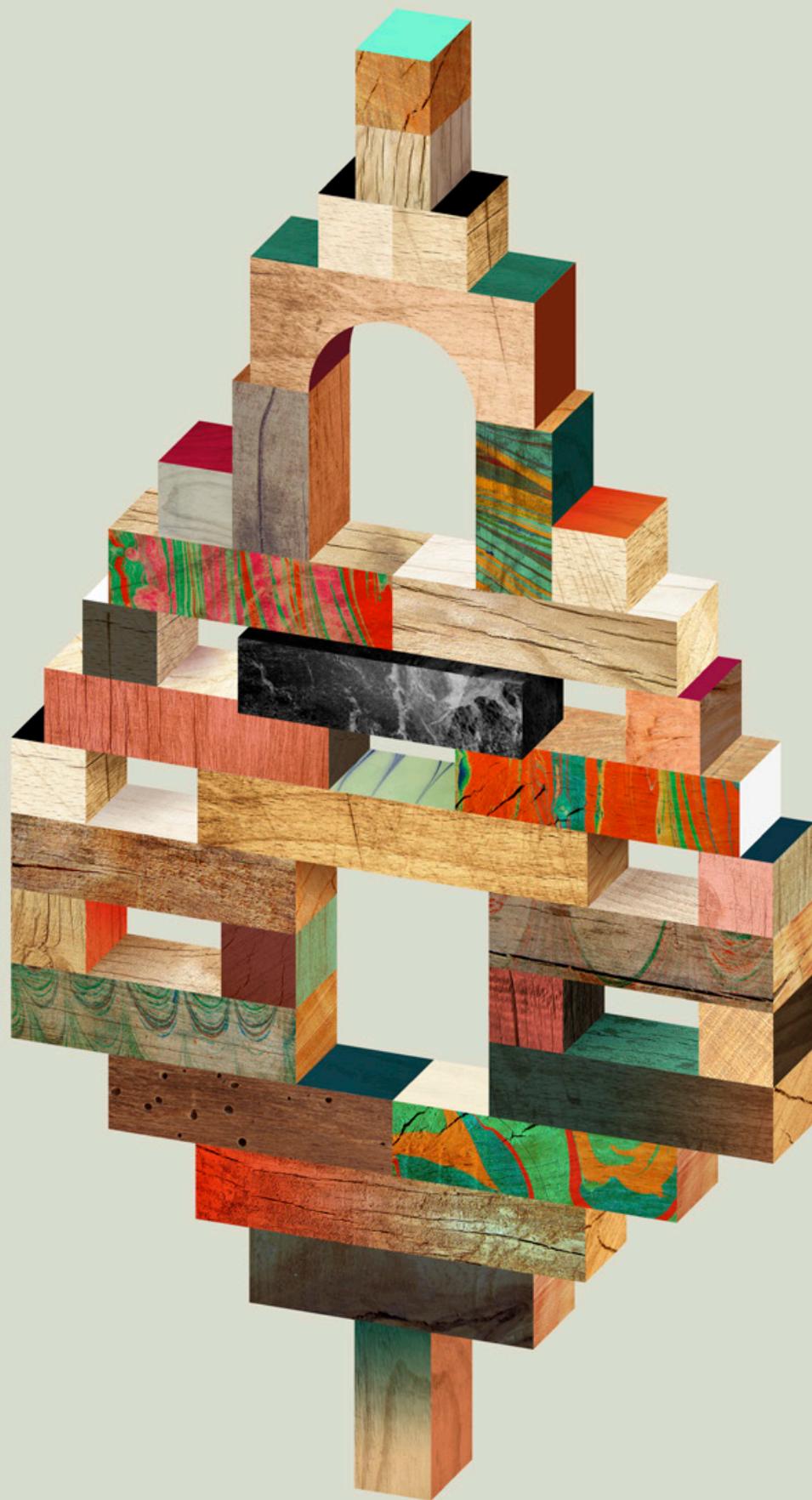
07

Ground up. A better brand is most often achievable when built upon a solid foundation. From only the clearest blueprints can we deliver results beyond our wildest dreams.



Hvass&Hannibal

—
ILLUSTRATORS AND DESIGNERS Founded by Nan Na Hvass and Sofie Hannibal in 2006, this Copenhagen-based art and design studio serves clients across Europe, Asia and the US—including adidas, Google Play, IBM, Ralph Lauren Polo Jeans, the Royal Danish Academy of Fine Arts and WIRED. Covering everything from the digital realm to three-dimensional installations, their work has been featured in Communication Arts, Computer Arts, Creative Review, Design Week, Glamcult, IdN, Print Magazine and Surface Magazine.

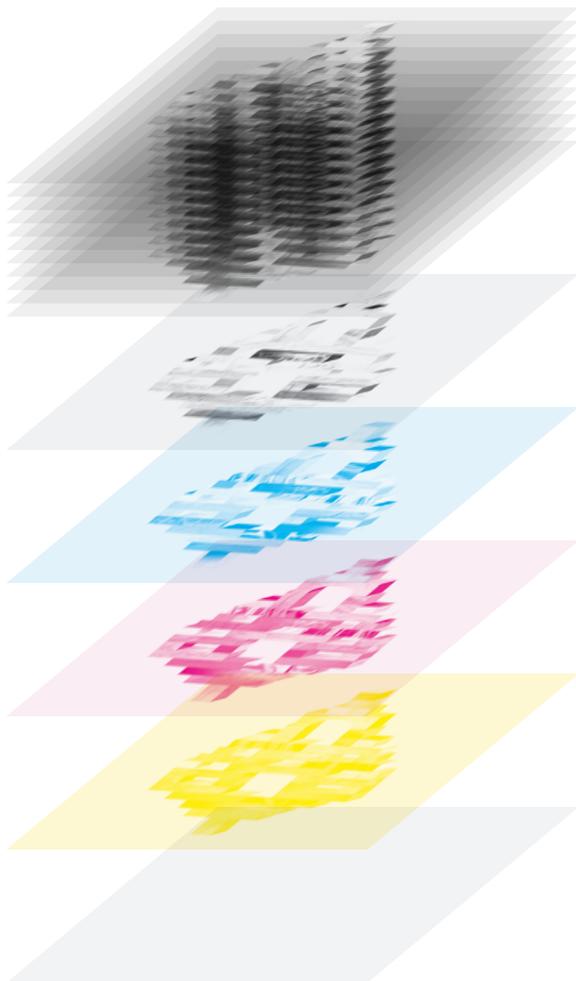


07

Specially developed and certified for HP Indigo devices, McCoy for HP Indigo handles both flat color and gradation without unwanted posterization. When you need a quality surface to perform on press and to deliver the results your brand demands, McCoy is there.

PRODUCTION TECHNIQUES

COST SCALE



30 Passes of Spot Clear HP ElectroInk

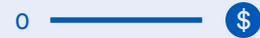
Black

Cyan

Magenta

Yellow

Paper



Notes

Printed on an HP Indigo 7600, this demo utilizes an inline process to directly apply multiple layers of clear ElectroInk, creating an embossed look and additional texturing through raised print effects. ElectroInk is often used to produce high-value invitations, business cards, book covers and marketing to deliver increased tactility and engagement and therefore, increased ROI.

A woman's profile is shown in a dark purple hue, facing left. She is wearing a large, intricate headdress made of many overlapping, textured floral or petal-like shapes that cover her head and neck. The background is a solid, lighter shade of purple.

08

From seed. Over time,
the digital garden has
grown in scope and scale
by the nurturing hands
of printers and marketers.
New techniques yield
flowering beauties to hold
and behold.



Geof Kern

FASHION AND ADVERTISING PHOTOGRAPHER A Dallas treasure (by way of Brooklyn), Kern is widely known in fashion circles for his work for Matsuda Tokyo and Neiman Marcus. Honored with many awards—including the Infinity Award in Applied Photography from the International Center of Photography in New York City and work in the permanent collection of the Musée des Arts Décoratifs in Paris—his most recent work has been featured in advertising campaigns for The Ritz, Acura, 55DSL Mercedes, Morgan Stanley Smith Barney, Sony, LG and InterfaceFLOR.



08

In today’s media landscape, the window in which to captivate audiences can be rather small. But when brands can utilize unique techniques to stop us in our tracks, they do. Innovative dry ink and soft-touch coating are paired with McCoy Silk to enhance the image’s mesmerizing beauty.

PRODUCTION TECHNIQUES

COST SCALE



Offline
Soft-Touch
UV Coating

Kodak NexPress
Light Black HD
Dry Ink

Black

Cyan

Magenta

Yellow

Paper



Notes

—
Printing an image using Kodak NexPress Light Black HD Dry Ink helps produce superior mid-tones with strong color stability. The printed image is further protected, and its subject matter amplified, by the offline application of a soft-touch UV coating using a photopolymer plate. Depending on the desired sensation, the amount used impacts the final texture. Here, the resulting demo offers an elegant, luxurious experience.

09

Solid footing. A brand's journey can be long and winding, marked by both challenges and triumphs. If we carefully survey the landscape, then we're able to choose the right path, plotting the coordinates for success.



Ashley Adams

—
LANDSCAPE PHOTOGRAPHER Based in San Francisco, Adams strives to provide a modern and fresh perspective to her craft—while demonstrating a profound love of the natural world. Capturing the majesty, grace and beauty of nature, her award-winning work belongs to private collections around the world and has been featured in magazines including PDN, Snapixel and Outdoor Photographer. Adams's current focus lies in bringing a contemporary spin to traditional landscape photography, abstracting away from the literal and exploring the lines, textures and colors that are so often overlooked in the natural world.



10

Dip in. We deserve to treat ourselves to some of life's greatest pleasures—those brilliant things and experiences outside the realm of good, better and best that live in a class of their own.

Tom Darracott

DESIGNER After receiving an MA in Visual Communication from Saint Martins, Darracott would join the London design studio Village Green—where his work would be awarded Image of the Year by the British Journal of Photography and Best in Book in the Creative Review Annual. Since establishing his own practice in 2011, he has developed everything from branding to 3D motion design for clients including Nike, Mercedes Benz, Granta and Wallpaper.

10

Cold as ice cream, cool as chrome—the photo-realistic video render has us doing a double take, and double dip. McCoy for HP Indigo shines once again, giving the world what it’s come to expect—unsurpassed, photobook-quality performance.

PRODUCTION TECHNIQUES

COST SCALE



No Additional Effects

Black

Cyan

Magenta

Yellow

Paper



Notes

Running sensational images at scale can yield greater impact—simply and effectively. In this case, printing on the large-format HP Indigo 10000 further emphasizes the already surreal nature of the image, making it larger than life. In other cases, the large sheet size also allows for more layouts in a single feed, which helps marketing dollars go further.



Afterword

Choosing digital means having an eye toward customization, variability and speed, where quick-turn projects can yield long-term results. Bringing knowledge and know-how to the surface, Sappi's mission of delivering a brilliant brand experience—each and every time—can be yours, too.

All Sappi papers meet exacting standards. And, thanks to third-party testing, the same can be said for our digital papers.

In addition to the presses listed in this chart, McCoy Digital, Opus DX and Flo Digital are suitable for many other digital production color presses.

SAPPI DIGITAL GRADES AND FINISHES	HP INDIGO	KODAK NEXPRESS	XEROX IGEN3 XEROX IGEN4
McCoy for HP Indigo Gloss	●		
McCoy for HP Indigo Silk	●		
McCoy Digital Gloss		●	●
McCoy Digital Silk		●	●
Opus DX Gloss	●	●	●
Opus DX Dull	●	●	●
Flo Digital Gloss	●	●	●
Flo Digital Dull	●	●	●

Choosing The Right Paper

McCoy

The best-of-the-best: McCoy boasts a remarkably rich, tactile feel that can capture fine details, cool and crisp blue tones, and provide unparalleled readability and clarity.

Opus

The proven professional: Opus offers consistency, environmental responsibility and dependable quality, making it the seasoned pro you can always count on, no matter how difficult the job.

Somerset

Engineered for the long run: For high-volume jobs, Somerset is the answer, with legendary stiffness and a superior surface for printing vivid colors.

Flo

Dependable economy paper: Flo offers uncommon print quality with the heft and substance to handle demanding jobs.

Sappi Digital

From high-end premium to reliable economy, our expansive digital lineup is engineered for superior performance on the most popular digital presses. McCoy for HP Indigo, McCoy Digital and Flo Digital are joined by Opus DX, a cross-platform digital sheet that can be printed on both dry and liquid toner digital presses and the perfect addition to Sappi's dynamic family of digital papers.

Galerie Publishing Papers

A collection of papers ideally suited for magazines and catalogs, inspiring publishers to choose the perfect paper for every job. Brands include Galerie Fine, Galerie Silk, Galerie Brite and Galerie Lite.

Galerie Art

Imagery at its best: Uniquely engineered sheet offering high brightness and exceptionally smooth surface for superior reproduction of razor-sharp images and colors. Available in offset and digital for short-run, multi-platform solutions.

HannoArt

Right quality. Right price: Thanks to a unique triple-coating process, HannoArt possesses a smooth, uniform surface that can hold crisp details and provide rich, dense solids.

EuroArt Plus

Greater bulk. Greater value: Engineered for good printability and runnability, this sheet features exceptional bulk, stiffness and opacity.

Cover Story

Six different covers.

Six different bindings.

Infinite possibilities.

Collect them all.

Digital printing's use of variable data offers the ultimate in customized user experiences. It's one of the things that distinguishes conventional from digital, challenging us to look for even more ways to innovate and differentiate.

Cover Illustration by Santtu Mustonen

ADDITIONAL PRODUCTION NOTES

Front and Back Covers

McCoy for HP Indigo Silk 120lb Cover / 325gsm, printed 4-color process on the HP Indigo 7600 press in six variable colors, plus offline matte laminate on front and back covers, plus offline overall satin UV coating on inside front and inside back covers

Pages 01–04, 49–50

McCoy for HP Indigo Silk 80lb Text / 118gsm, printed 4-color process on the HP Indigo 7600 press, plus offline overall satin UV coating

Pages 05, 08, 17, 20, 29, 32, 33, 36, 41–48

Printed 4-color process, plus offline overall satin UV coating, see folios on respective pages for paper and device information

Pages 09, 12, 13, 16, 21, 24, 25, 28, 37, 40

Printed 4-color process, see folios on respective pages for paper and device information

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RECYCLE

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Sappi North America
255 State Street
Boston, MA 02109

800.882.4332

www.sappi.com/na



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