



PASS
THE
BALL

sappi | ideas
that
matter



THE BALL IS ROUND.
THE GAME IS BEAUTIFUL.
THE FEELING IS MUTUAL.

SOCCER
IS
THE
WORLD'S
GAME.







265 MILLION

PEOPLE PLAY AROUND THE WORLD.

24 MILLION

PLAY IN THE UNITED STATES,
SECOND ONLY TO BASEBALL.

3.2 BILLION

WATCHED THE 2010 FIFA WORLD CUP.



WHY?

BECAUSE ALL YOU NEED IS A BALL.





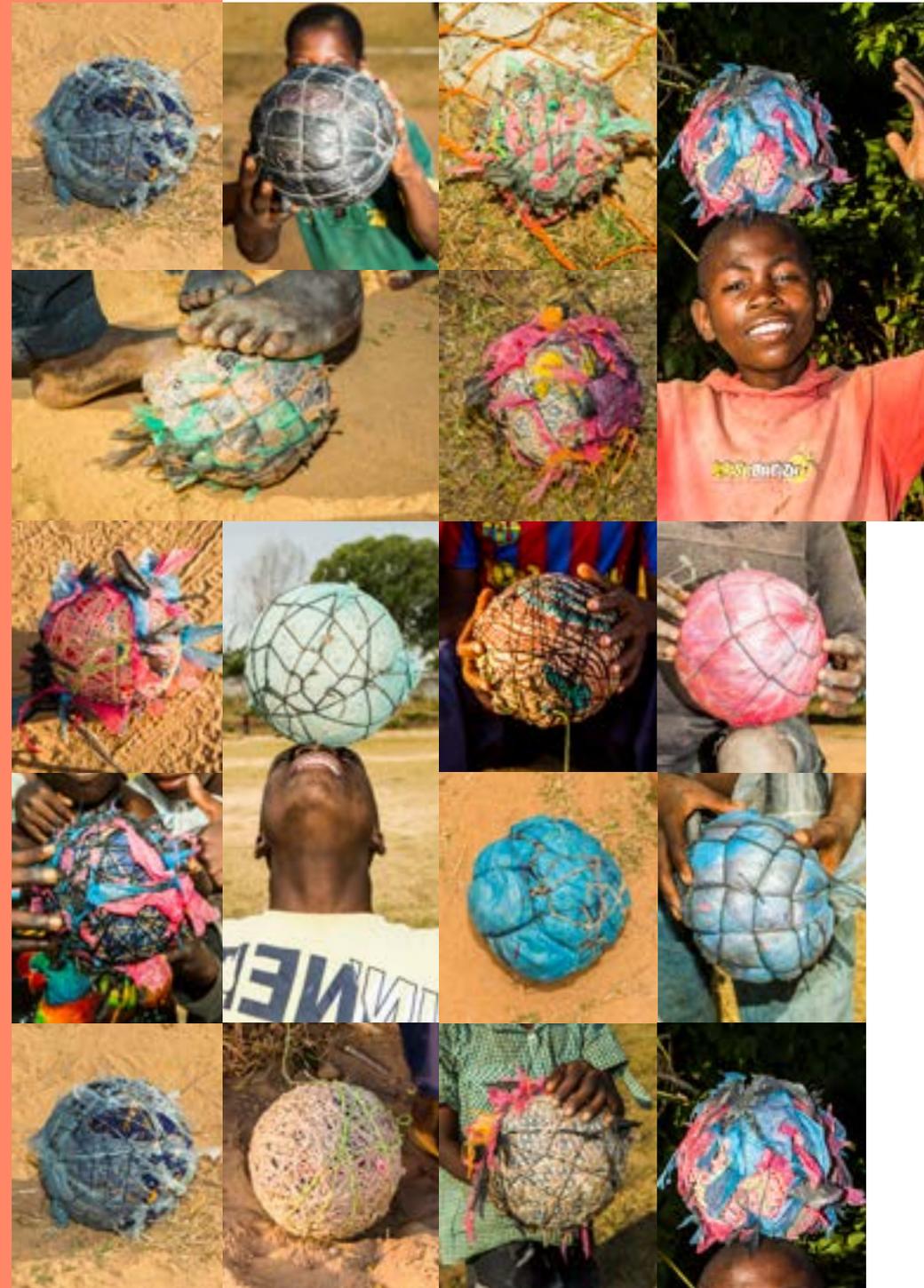


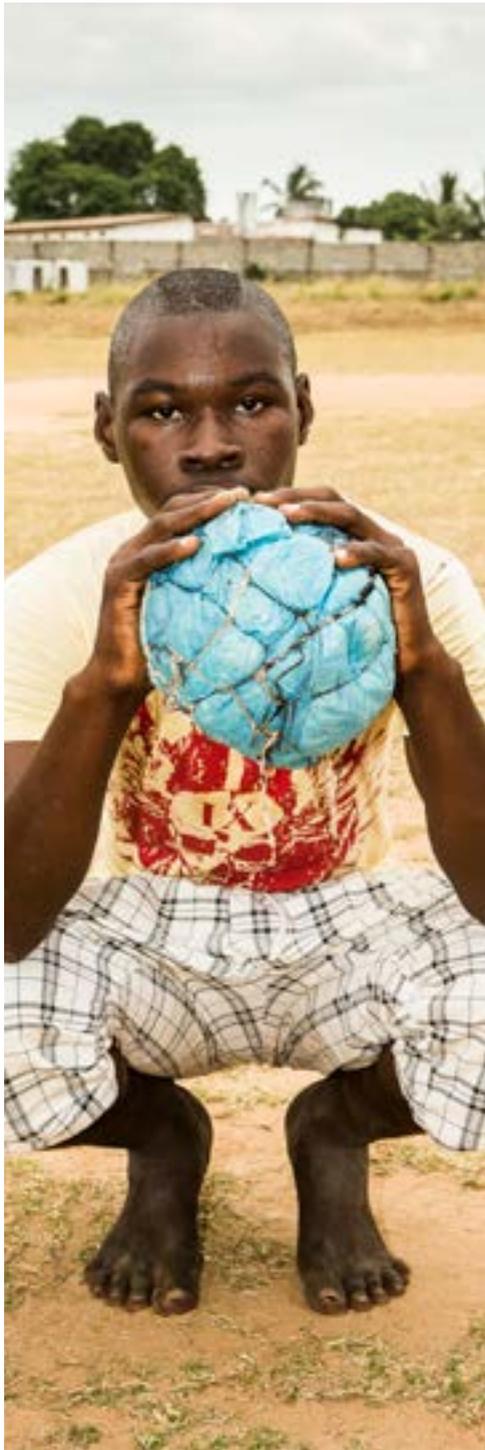


THE BALL

IS THE GREAT **EQUALIZER**.

NO MATTER WHO YOU ARE OR WHERE YOU LIVE;
RICH OR POOR, SHORT OR TALL, BOY OR GIRL,
AFRICAN OR AMERICAN.





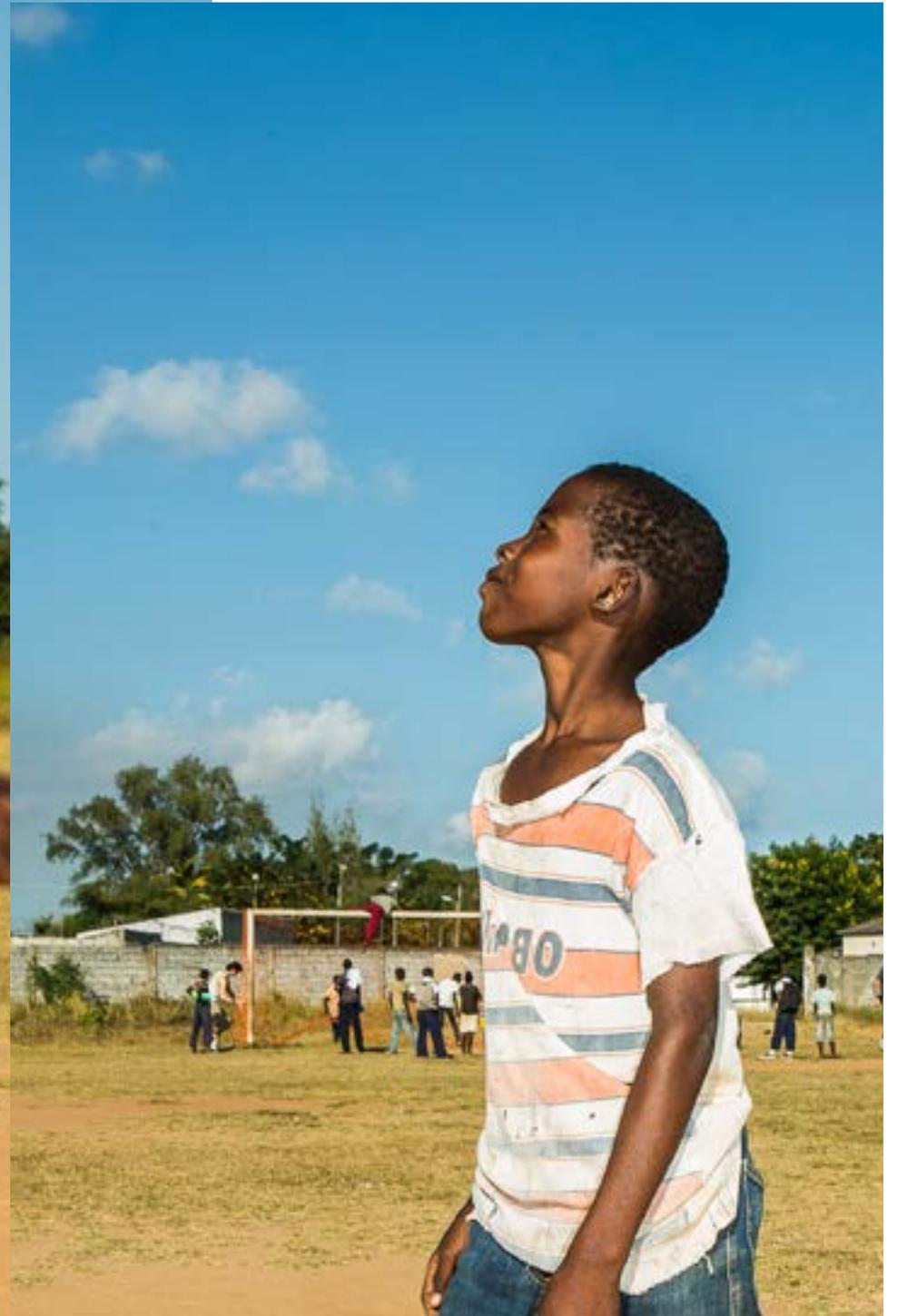


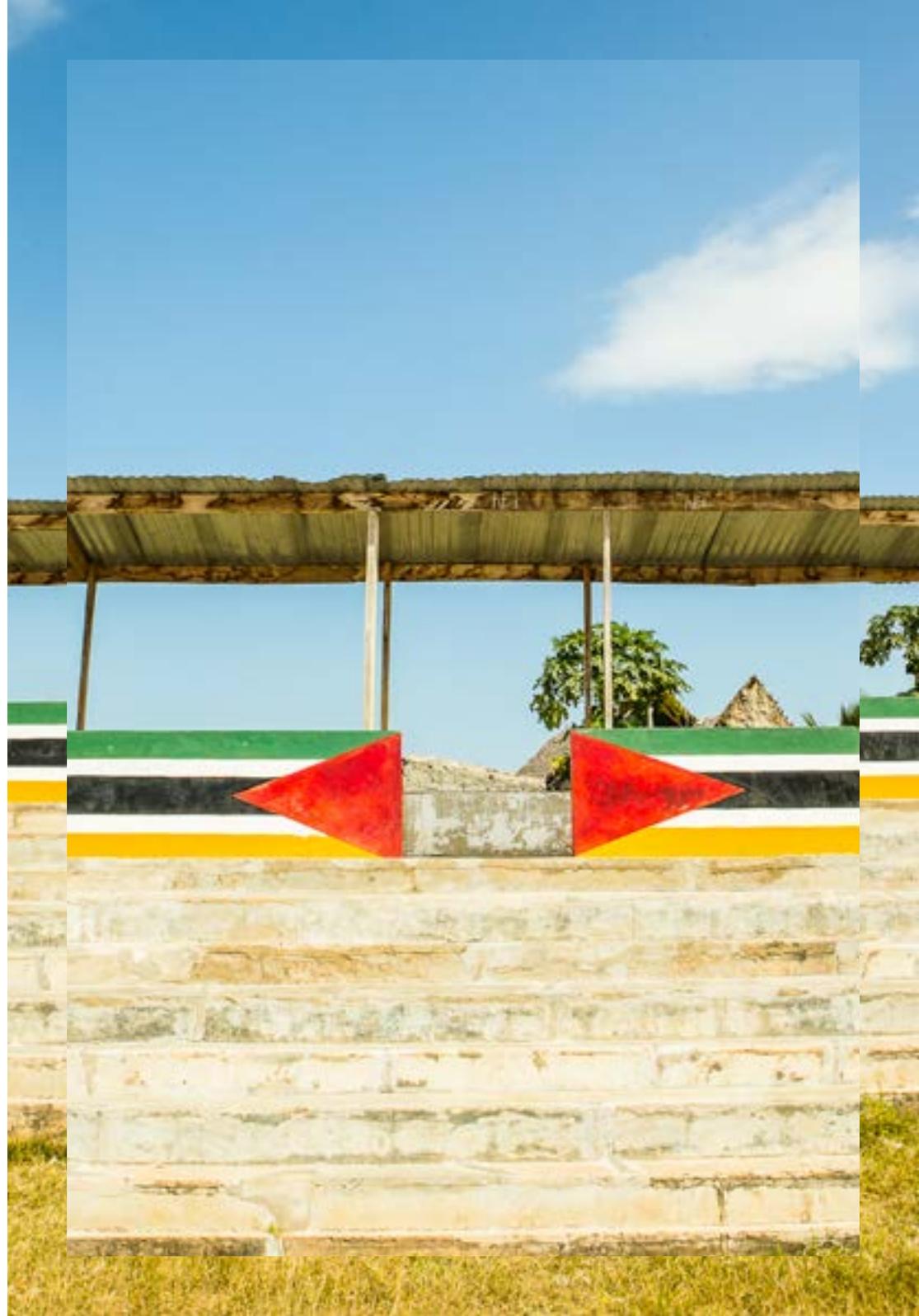
YOU WANT THE BALL

YOU WANT IT AT YOUR FEET.
YOU WANT IT ON YOUR HEAD.
YOU WANT IT SQUARE.
YOU WANT IT LONG.
YOU WANT IT ON THE FLANK.
YOU WANT IT UP TOP.
YOU WANT IT BEHIND THE LAST MAN.
YOU WANT IT ON THE PENALTY SPOT.
YOU WANT IT IN THE SECOND HALF.
YOU WANT IT IN EXTRA TIME.

YOU WANT IT,
BECAUSE THE BALL IS EVERYTHING.













BUT WHAT IF YOU DIDN'T HAVE A BALL?



PRACA
DA
ZUMBIZINHO
- A -
OZMOZMOZ
- A -
OZMOZMOZ
- A -
OZMOZMOZ
25-06-1975

INAUGURADO POR JIRCANJO CASSIA





A group of diverse people, including children and adults, sitting together in an audience. The image shows a mix of ages and ethnicities, with some individuals looking towards the camera and others looking slightly away. The setting appears to be an outdoor or semi-outdoor event.

FOR MANY AMERICANS,

THIS IS A HARD THING TO IMAGINE:
NOT HAVING A BALL.

IN AMERICA, WE HAVE BAGS FULL OF
BALLS, CARS FULL OF BALLS AND GARAGES
FULL OF BALLS.

THEY'RE STUCK ON THE ROOF, IN A TREE,
IN AN ATTIC, IN A DITCH.

WE HAVE SO MANY BALLS WE DON'T KNOW
WHAT TO DO WITH THEM.

BUT ETHAN KING DOES.



ETHAN KING

IS A 14-YEAR OLD KID WITH A VISION:

TO BRING SOCCER BALLS TO THOSE WHO
NEED THEM. ANYWHERE IN THE WORLD.

IN 2009, ETHAN VISITED MOZAMBIQUE. WHILE
HIS DAD WORKED, HE PLAYED SOCCER WITH
LOCAL KIDS FROM THE VILLAGE. AFTERWARDS,
HE GAVE THEM HIS BALL. AND THE SPIRIT OF
CHARITY BALL WAS BORN.







CHARITY BALL

SINCE FORMING IN 2010, ETHAN AND CHARITY BALL HAVE GIVEN AWAY CLOSE TO 3,000 NEW, QUALITY SOCCER BALLS TO KIDS IN HAITI, GUATEMALA, INDIA, ZAMBIA, SOUTH AFRICA, CAMEROON AND OTHER NATIONS OF AFRICA.

LIKE ON THE PITCH, ETHAN KNOWS THAT THERE'S NO BETTER FEELING THAN PASSING THE BALL.

MANY CHILDREN IN DEVELOPING NATIONS WILL NEVER GET THE OPPORTUNITY TO PLAY WITH A REAL SOCCER BALL.

BUT THAT DOESN'T HAVE TO BE THE CASE.











WHEN YOU HAVE THE BALL,

YOU HAVE THE POWER:

- TO CHANGE THE GAME.
- TO CHANGE THE MOMENT.
- TO EMPOWER.
- TO BECOME A HERO.
- TO TAKE THE GAME TO ANOTHER LEVEL.





ALL YOU HAVE TO DO, IS PASS THE BALL.



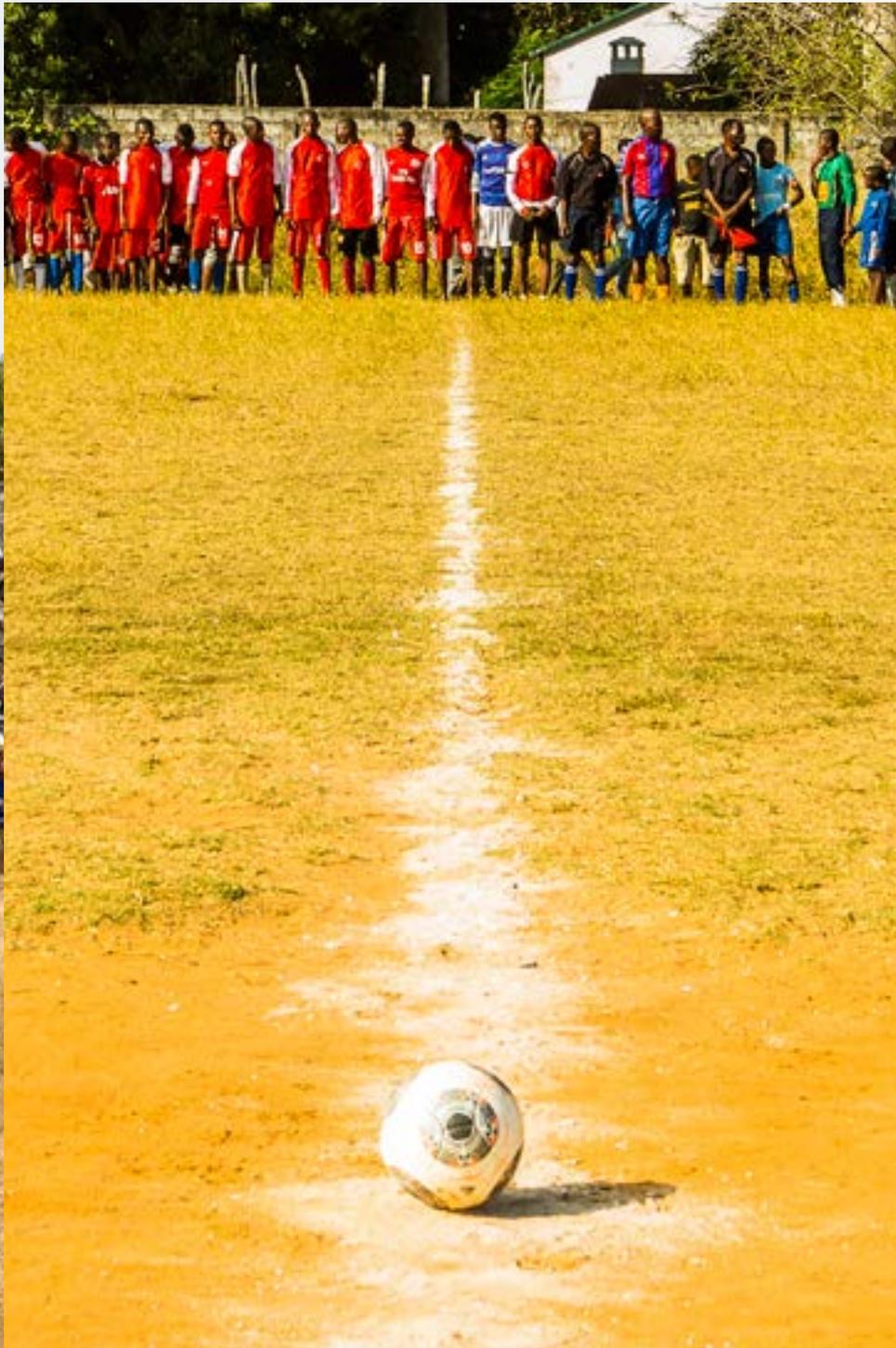
























START SOMETHING

PASS THE BALL TO SOMEONE ON THE OTHER
SIDE OF THE WORLD. SO THEY CAN PLAY, JUST
LIKE YOU WANT TO PLAY. IT'S A SIMPLE THING,
TO PASS A BALL. BUT ONE SIMPLE THING CAN
CREATE SO MUCH MORE.





**DONATE
\$25.**



**GIVE
A BALL.**



A BRAND NEW, QUALITY SOCCER BALL WILL BE
HAND DELIVERED TO A CHILD IN NEED.

WHY GIVE A BALL

WHEN THERE ARE SO MANY OTHER WAYS TO
HELP CHILDREN?

- SOCCER HELPS IMPOVERISHED KIDS
COPE WITH HIV/AIDS
- SOCCER PROMOTES GOOD HEALTH,
FRIENDSHIP AND FAIR PLAY
- SOCCER CAN REDUCE CRIME
- SOCCER CAN HELP CHILDREN DEVELOP
A STRONG IDENTITY AND SENSE OF
SELF-WORTH

MANY CHILDREN IN DEVELOPING NATIONS WILL
NEVER GET THE OPPORTUNITY TO PLAY WITH A
REAL SOCCER BALL.







BUT THAT
DOESN'T
HAVE TO
BE THE
CASE.

VISIT: [CHARITYBALL.ORG](https://charityball.org)







PROJECTS
THAT MAKE A
DIFFERENCE.

ON
PAPER THAT
MAKES THE
DIFFERENCE.

MORE THAN A DECADE AGO SAPPI FINE PAPER NORTH AMERICA- THE MAKER OF MCCOY, OPUS, SOMERSET AND FLO - ESTABLISHED THE IDEAS THAT MATTER GRANT PROGRAM TO RECOGNIZE AND SUPPORT DESIGNERS WHO USE THEIR SKILLS AND EXPERTISE TO SOLVE COMMUNICATIONS PROBLEMS FOR A WIDE RANGE OF CHARITABLE ACTIVITIES. EVEN TODAY, IDEAS THAT MATTER REMAINS THE ONLY GRANT PROGRAM OF ITS KIND IN THE INDUSTRY. SINCE 1999, IDEAS THAT MATTER HAS FUNDED OVER 500 NONPROFIT PROJECTS, CONTRIBUTING MORE THAN \$12 MILLION WORLDWIDE TO CAUSES THAT ENHANCE OUR LIVES, OUR COMMUNITIES AND OUR PLANET.

INCLUDING, THIS ONE: [CHARITY BALL](#).

SAPPI BELIEVES THAT THE CREATIVE IDEAS OF DESIGNERS CAN HAVE AN IMPACT BEYOND THE AESTHETIC AND THAT THOSE IDEAS CAN BE A POWERFUL FORCE FOR SOCIAL GOOD. WORKING TOGETHER WITH OUR CUSTOMERS, WE AIM TO MAKE A DIFFERENCE.



WITH ITS PARENT HEADQUARTERED IN JOHANNESBURG, SOUTH AFRICA, SAPPI FINE PAPER NORTH AMERICA IS ESPECIALLY PROUD TO BE PART OF THE CHARITY BALL PROJECT, HELPING TO BRING SOCCER BALLS AND HOPE TO AFRICA.

THE BOOK YOU'RE HOLDING WAS PRINTED ON SOMERSET, A BEACON OF SUSTAINABILITY IN THE PAPER INDUSTRY AND ONE OF THE MOST ADMIRABLE PAPER AND PULP MILLS IN THE WORLD. A PAPER THAT'S MEANT TO LAST, FOR CAUSES THAT WILL HAVE LASTING IMPACT.



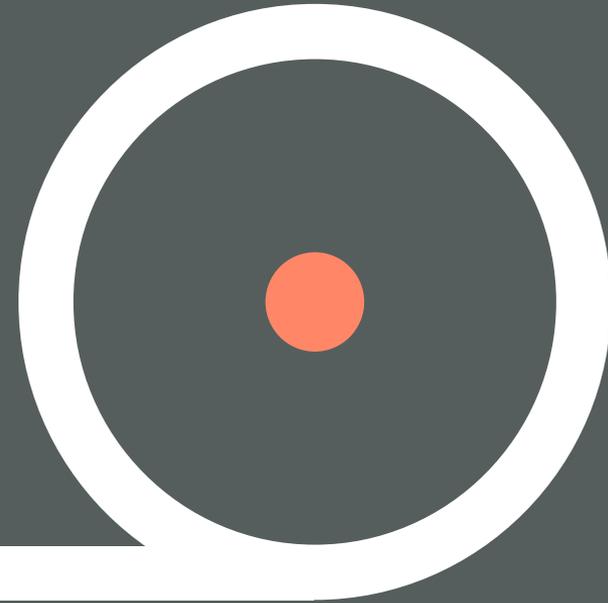
sappi | ideas
that
matter

**Simple ways
Somerset
saves you
money.**

Engineered for the long run.

Somerset sets the standard in profit performance for papers focused on high-volume use.

A unique combination of raw materials, along with an on-line manufacturing process, gives rise to an outstanding product with enhanced heft and stiffness. Somerset has fewer problems on press, resulting in increased operational profit, a greater average productivity savings and a potential of over 12% in yield savings compared to other competitive papers.



12%

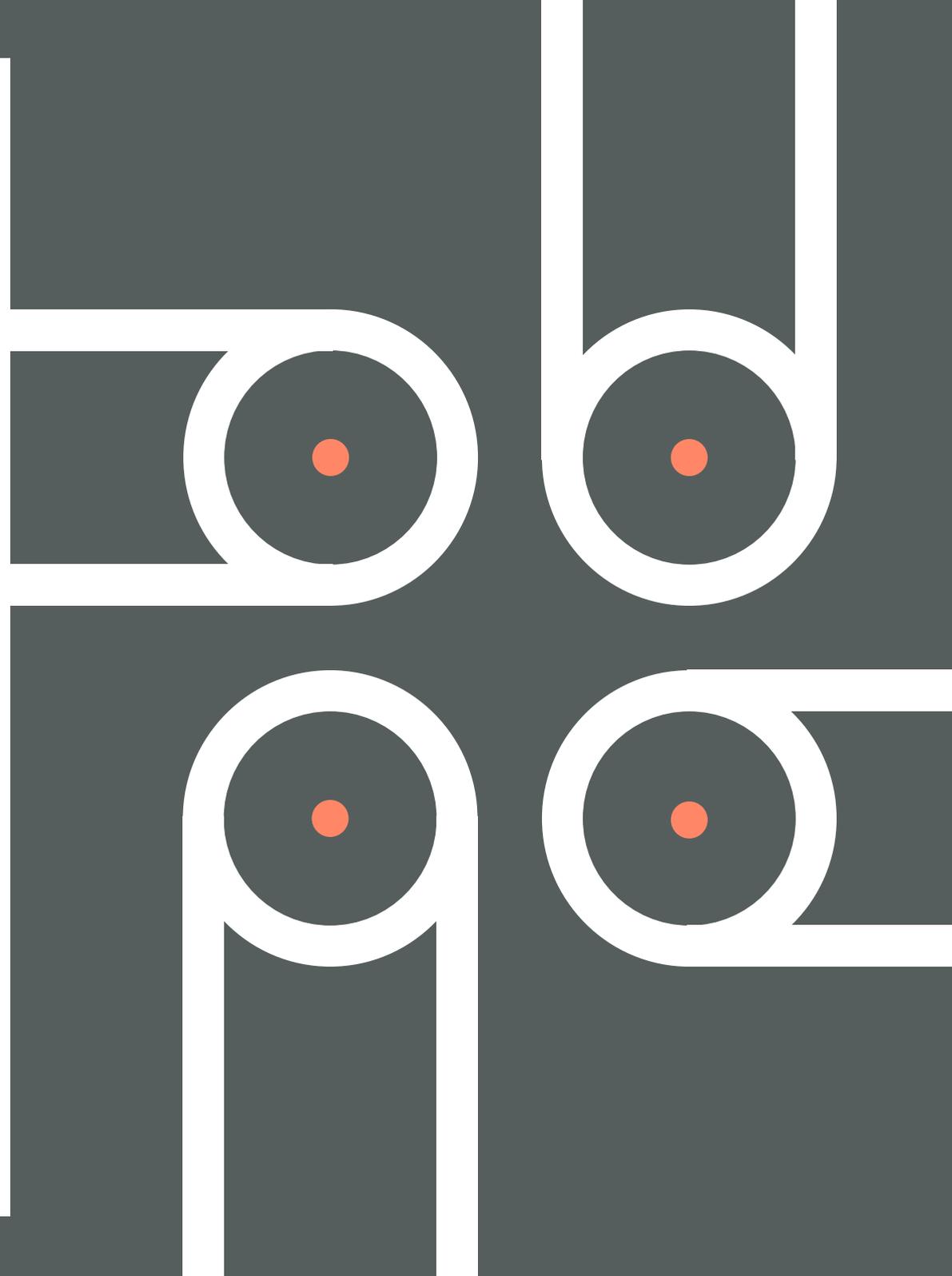
potential productivity and
yield savings versus the
competition

The Somerset Advantage

Somerset helps you grow your business by generating significant cost savings across a range of four simple and distinct attributes.

Its performance is accurately measured through Sappi metrics and customer data.

1. **Fewer Complaints**
2. **Fewer Web Breaks**
3. **Basic Weight Consistency**
4. **Paper Savings**



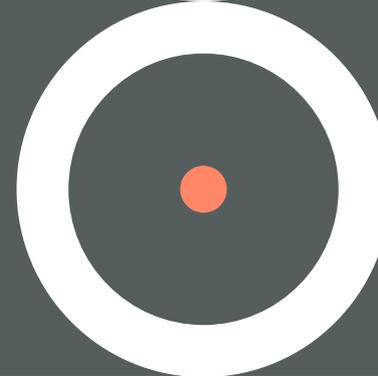
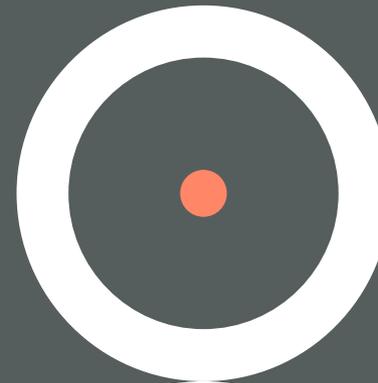
1: Fewer Complaints

Somerset has the fewest customer complaints in the market. Believe it or not, this can save you money. Some of the “softer” costs include employee time spent on filing and tracking complaints and lost time getting back to color, register and speed when a product doesn’t perform.

Although customers may not always file complaints and instead compensate for paper defects on the pressroom floor, Somerset’s superior consistency and runnability allows you to avoid all these hidden costs.

Printers tell us that they lodge two-thirds fewer complaints on Somerset than on competitive papers.

With fewer complaints, you could potentially save \$1.80 per ton.



67%

fewer complaints
potentially saving
you \$1.80 per ton

TONS PER YEAR	250	500	1,000	2,500	5,000
POTENTIAL SAVINGS	\$ 450	900	1,800	4,500	9,000

2: Fewer Web Breaks

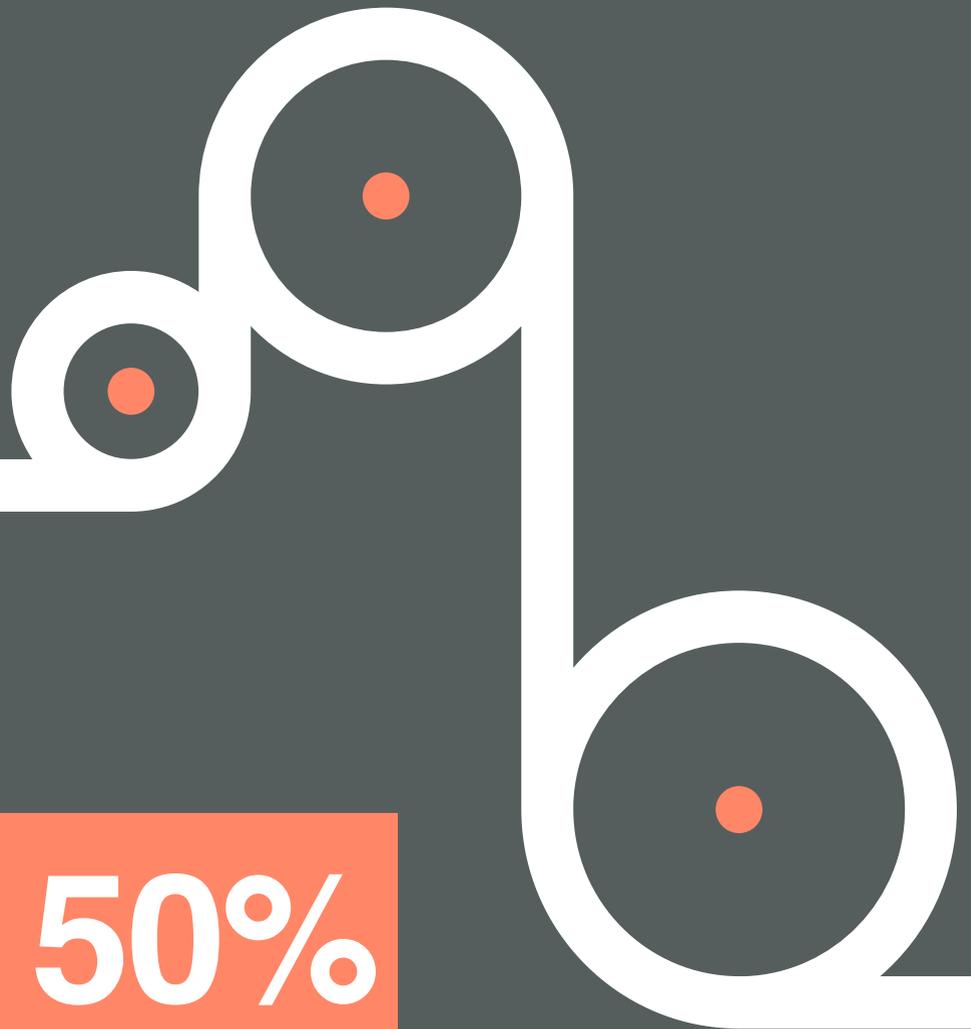
Somerset's product design ensures optimal web strength, which reduces the number of web breaks on press by an average of 50%.

Superior web strength can save you money.

The average web break on press costs \$700.

On average, printers experience 1.2 web breaks for every hundred rolls.

With fewer web breaks, you could potentially save \$3 per ton.



50%

reduction of web breaks
on press, potentially
saving you \$3.00 per ton

TONS PER YEAR	250	500	1,000	2,500	5,000
POTENTIAL SAVINGS	\$ 750	1,500	3,000	7,500	15,000

3: Basis Weight Consistency

Somerset's on-line papermaking process delivers extremely low basis weight variance to its targeted specification and a more consistent yield than the competition. A higher basis weight variance requires more paper to be purchased. Furthermore, since there are fewer linear square feet per ton for heavier weight paper, a low basis weight variance can increase efficiency.

Basis weight consistency can equate to savings on paper.

On average, printers need to buy 0.62% less Somerset in comparison to other papers because of its superb basis weight consistency.

This means that you could potentially save \$6.08 per ton.

.62%

less Somerset needed,
potentially saving you

\$6.08 per ton



TONS PER YEAR	250	500	1,000	2,500	5,000
POTENTIAL SAVINGS	\$ 1,519	3,038	6,076	15,190	30,380

4: Paper Savings

Somerset's manufacturing process and ingredients result in a paper with increased heft and stiffness—allowing you to save in paper and money.

With Somerset, you can buy less paper without sacrificing quality or heft. By substituting a competitor's higher weight paper with a lighter weight Somerset, your yield savings could increase to over 12.%*

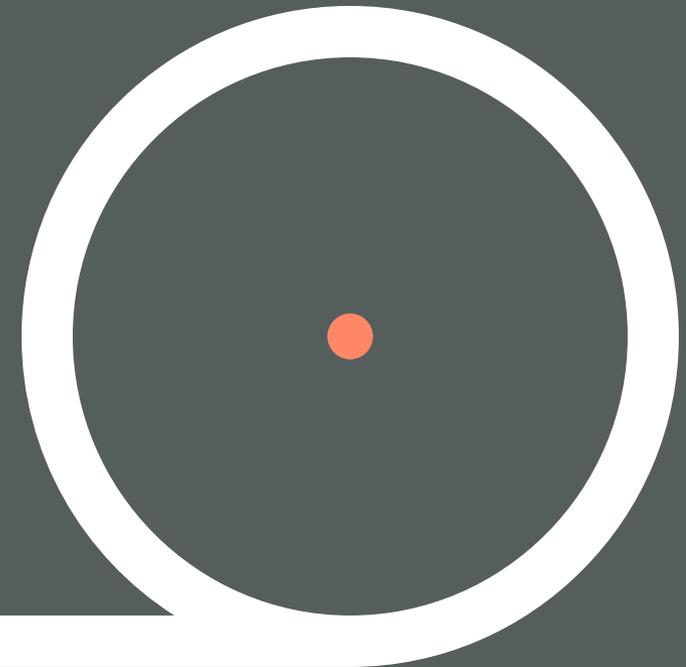
To illustrate one example, when a customer specifies Somerset, they can buy a smaller quantity of 55lb/81gsm rather than a competitor's 60lb/89gsm. The end printed piece retains the same hefty feel of the higher weight. And even though the price of the competition could be lower in the example above, the reduction in tons of Somerset used more than offsets the higher price. Furthermore, a lighter piece can mean additional savings in postage.

In this example, you achieve 8% in yield savings which can potentially save you \$29.09 per ton.

* Depends on the basis weight being substituted. A yield savings of over 12% can be achieved if you are using a heavier basis weight competitive paper than the example stated above.

8%

yield savings versus
the competitor,
potentially saving
you \$29.09 per ton



TONS PER YEAR	250	500	1,000	2,500	5,000
POTENTIAL SAVINGS	\$ 7,273	14,450	29,091	72,727	145,455

The Overall Savings

Somerset is made with quality ingredients processed with proprietary techniques on state-of-the-art papermaking machines. The result? A product that saves you money due to fewer web breaks, excellent basis weight consistency, fewer complaints and more paper savings.

The numbers speak for themselves. The chart at the right shows how the savings add up.

Want to know exactly how much you can save? Please consult with your merchant or Sappi representative for more details on calculating your own savings using Somerset.

TONS PER YEAR		250	500	1,000	2,500	5,000
FEWER COMPLAINTS	\$	450	900	1,800	4,500	9,000
FEWER WEB BREAKS	\$	750	1,500	3,000	7,500	15,000
BASIS WEIGHT CONSISTENCY	\$	1,519	3,038	6,076	15,190	30,380
PAPER SAVINGS	\$	7,273	14,450	29,091	72,727	145,455
COST SAVINGS PER YEAR	\$	9,992	19,983	39,967	99,917	199,835

\$339.97
PER TON

Why Somerset?

1. Web Strength

Proprietary finish designed to ensure fewer web breaks, less basis weight variation and minimal complaints per thousand tons.

2. Heft and Stiffness

Delivering a higher quality feel than any competitive grade at the same basis weight—feel of an extra ten pounds without the cost.

3. Surface and Ink Gloss

Best-in-the-business surface smoothness offering high ink gloss for more dynamic and vibrant images.

4. Clean Run

Proprietary coating and calendering minimizes picking and piling resulting in fewer wash-ups.

5. Broad choices of Weights and Finishes.

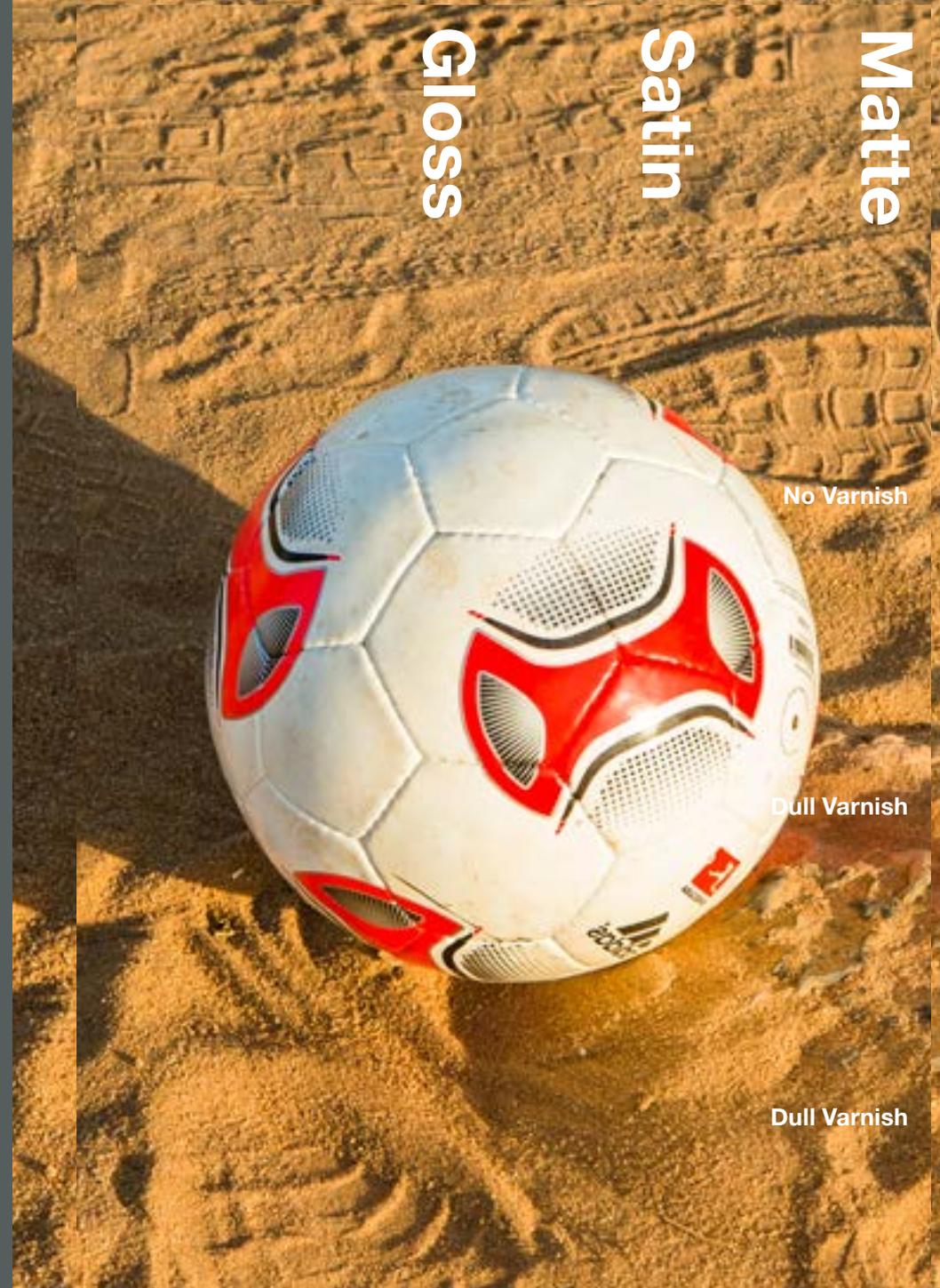
Options are numerous with weights ranging for 43lb Text to 80lb Cover and a variety of finishes including Gloss, Matte and Satin.

6. Flexibility

Three machines—all capable of producing a high volume of multiple weights and finishes—under one roof. No one else can match this back-up assurance.

7. Environmentally Responsible

Somerset always features SFI® Chain of Custody certification ensuring that the fiber used to manufacture Somerset is sourced from responsibly managed forests and is Lacey Act compliant. Available with 10% post consumer recycled fiber and either PEFC or FSC® Chain of Custody certification upon request. Sappi Fine Paper North America is a certified SmartWaySM Transport partner and derives over 80% of its total energy from renewable sources.



Did you know?

Somerset is available in a wide range of roll sizes: from widths of 17.5" to 70" and diameters from 40" to 49"; in text weights ranging from 45lb/67gsm to 105lb/7pt/155gsm and up to 80lb/216gsm cover; and in gloss, satin and matte finishes. It is ideal for any application that requires a long run including promotions, magazines and catalogs.

Somerset has been the leading web paper in the market for more than 30 years.

Somerset is manufactured in the U.S. on three state-of-the-art papermaking machines that are all capable of producing multiple weights.

Sappi has invested over \$100 million in the last five years on these three machines to ensure consistent availability and exceptional production flexibility.

Sappi Fine Paper North America

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Data for Somerset paper and competitive papers are based on pressroom performance over time at large volume web printers. All data is averaged over multiple press runs. Competitive data is also averaged over several competitors. The examples described illustrate potential savings; deviations from the performance experienced by the surveyed printers may occur.

Production notes:

COVER

Somerset Gloss Cover 80lb/7pt/216 gsm

INTERIOR TEXT PAGES

Somerset Gloss Text 90lb/133 gsm

WATERFALL PAGES

Somerset Gloss Text 80lb/118 gsm

Somerset Satin Text 80 lb/118 gsm

Somerset Matte Text 80lb/118 gsm

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AT LEAST "X" PERCENT OF THE FIBER USED IN THIS PRODUCT LINE COMES FROM INDEPENDENTLY CERTIFIED FOREST

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