



The Reflected Works



ADVERTISING

sappi





ADVERTISING

From the beginning,
our advertising has been
prominently featured in
leading national newspapers
and well-respected trade
publications, which highlights
our commitment to the printed
page as one of the best ways
for brands to communicate
clearly and effectively.

Some things change while others stay
the same. Technological innovation, the invention
of new media and the prevalence of data right
at our fingertips have all made the ecosystem in
which we operate more complex. Despite this,
the magnetism of quality-made products remains.
And Sappi delivers exactly that.

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.



2d—1867 Page S. E. P. Dec. 28 ★



Watch the “waste” when planning printing

HERE is a scene common in every printing plant and heartbreaking to every printer.

Whenever a printing job is not carefully figured for standard size sheets, “cutting to waste” becomes necessary. The printer sees pounds of valuable paper trimmed away, simply because a customer was wanting in foresight.

The man who plans his catalog or booklet to cut from a standard size sheet of paper is conserving. It is the fellow who decides to issue a twenty-eight page catalog, say 9 x 9, without once considering whether or not this will involve “cutting to waste” that needs reforming. His order may be a small one, the waste involved if pointed out to him may seem small. But multiply him by ten thousand and we see the serious side of this “what little I am wasting won’t make any difference” attitude.

Odd and unusual size printing, results

S. D. WARREN COMPANY, BOSTON, MASS.
“Constant Excellence of Product”

every time in one of two kinds of waste. Either good paper must be trimmed and thrown away or, in case of a large order, the paper mill must stop and reset its machinery for a special run. Every time a special size run of paper is made for you, the total production of paper mills on standard sizes is reduced by one or two tons. When you buy printing, plan for a page size that will cut economically from a stock size sheet. Good stock sizes are 25 x 38; 28 x 42; 32 x 44, and others with which your printer is familiar.

Your printer is also familiar, and favorably familiar, with the entire line of Warren’s Standard Papers.

The Warren Suggestion Book, which shows these papers, will acquaint you with them so thoroughly and interestingly that after reading it you and your printer will speak the same language when paper is discussed. It is sent on request to buyers of printing; to printers, engravers and their salesmen.

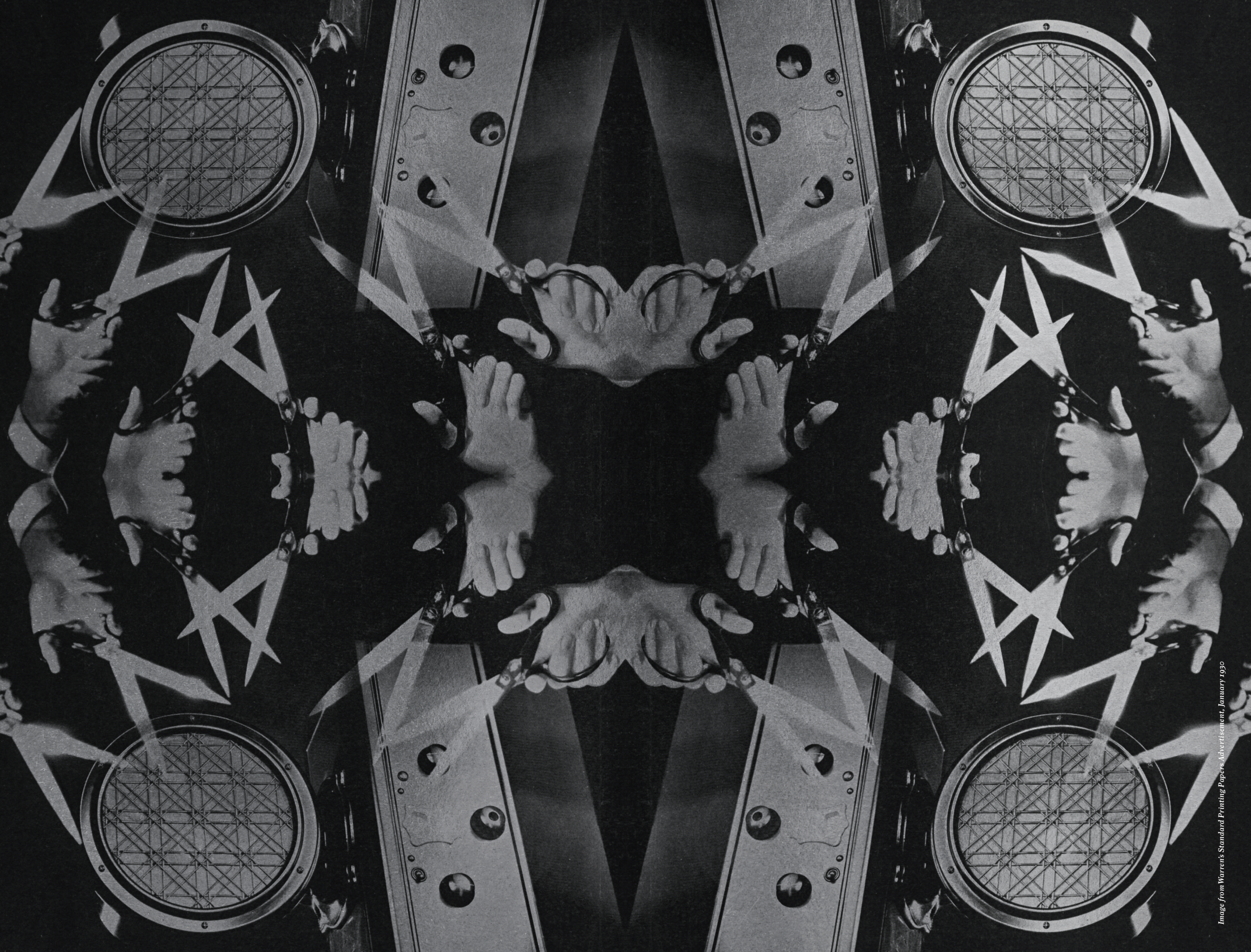
Warren’s
STANDARD
Printing Papers



Warren’s Standard Printing Papers Advertisement

1918

Decisions, decisions. Life is full of them—from the papers that brands choose to promote themselves to the products that consumers invite into their lives. It’s through planning that we make well-informed choices, like designing with sheet sizes in mind to eliminate waste and save money. Our archives show how smart communications determine the quality of the consumer-brand relationship.





Use printing today to make sales tomorrow

FORWARD looking businesses that are unable to accept orders today are planting the seeds for the orders they will need tomorrow. They are directing their advertising and promotion toward the maintenance of friendly relations with *old* customers and the development of friendly relations with *future* customers.

Old customers are being provided with informative literature that tells them how to get better results and longer life from equipment and merchandise now in use. Future customers are being won with literature that will help them to buy intelligently tomorrow.

The dual job of instructing old customers and informing future customers is vital to the well-being of businesses now filled with defense orders. It represents an opportunity to use printed literature advantageously without actively promoting sales. It is a part of the answer to tomorrow's sales problem.

The Warren Specimen Exchange offers samples of instructive and informative literature that is being used for this purpose. Your request will bring a collection. S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.



[BETTER PAPER BETTER PRINTING]

THIS PUBLICATION IS PRINTED ON WARREN'S LUSTRO GLOSS (Folding Enamel)

"PHOTO-ENGRAVED AND LETTERPRESS PRINTED IN U.S.A."

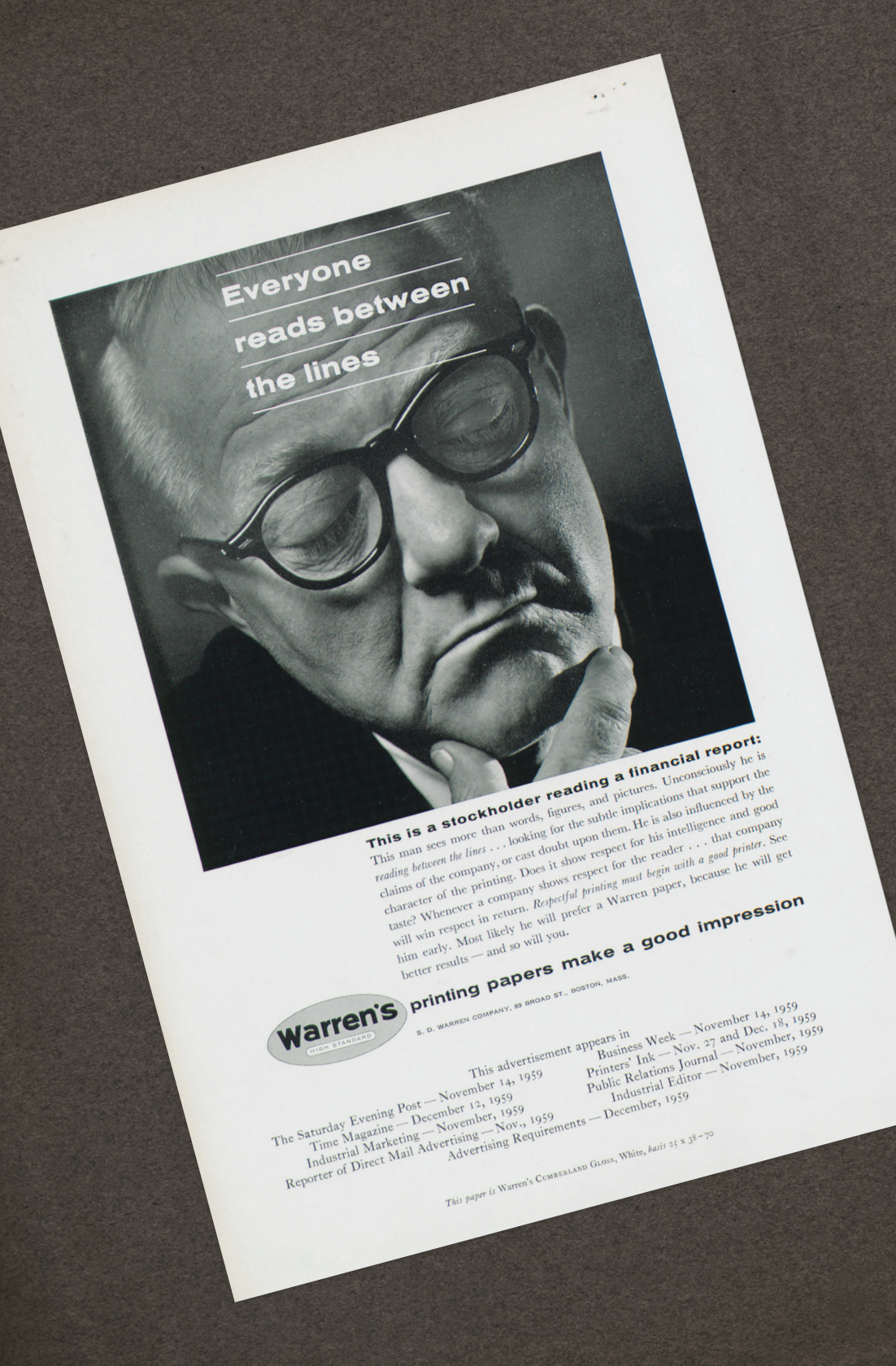


Warren's Lustro Gloss Advertisement

1940

Sales and marketing isn't a one-and-done kind of deal. It is, and always has been, about building memorable experiences through impactful materials—printed on a surface that only Sappi can offer. We carry the best parts of our past with us into the future. Strong, long-lasting partnerships are strong and long-lasting for a reason—because the results that Sappi delivers are immutable.





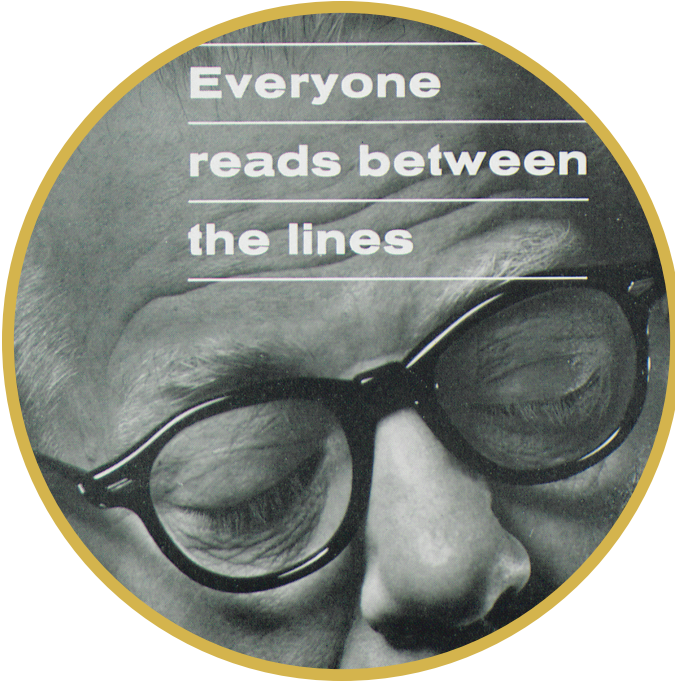
Everyone
reads between
the lines

This is a stockholder reading a financial report:
This man sees more than words, figures, and pictures. Unconsciously he is *reading between the lines* . . . looking for the subtle implications that support the claims of the company, or cast doubt upon them. He is also influenced by the character of the printing. Does it show respect for his intelligence and good taste? Whenever a company shows respect for the reader . . . that company will win respect in return. *Respectful printing must begin with a good printer.* See him early. Most likely he will prefer a Warren paper, because he will get better results — and so will you.

Warren's
HIGH STANDARD
printing papers make a good impression
S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.

This advertisement appears in
The Saturday Evening Post — November 14, 1959
Time Magazine — December 12, 1959
Industrial Marketing — November, 1959
Reporter of Direct Mail Advertising — Nov., 1959
Advertising Requirements — December, 1959
Business Week — November 14, 1959
Printers' Ink — Nov. 27 and Dec. 18, 1959
Public Relations Journal — November, 1959
Industrial Editor — November, 1959

This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38 — 70




Everyone
reads between
the lines

Warren's High Standard Printing Papers Advertisement

1959

Power exists at your fingertips and at those of your customers. While impressions today are formed through multiple channels, the printed page still achieves something nothing else can. The experience of touch is scientifically proven to prompt greater recall, forging deeper emotional associations with your brand. Investment in a memorable means of message delivery creates mutual respect between you and your audience.

 When paired with quality paper and printing, messages travel further. Our advertising from the past still resonates today.

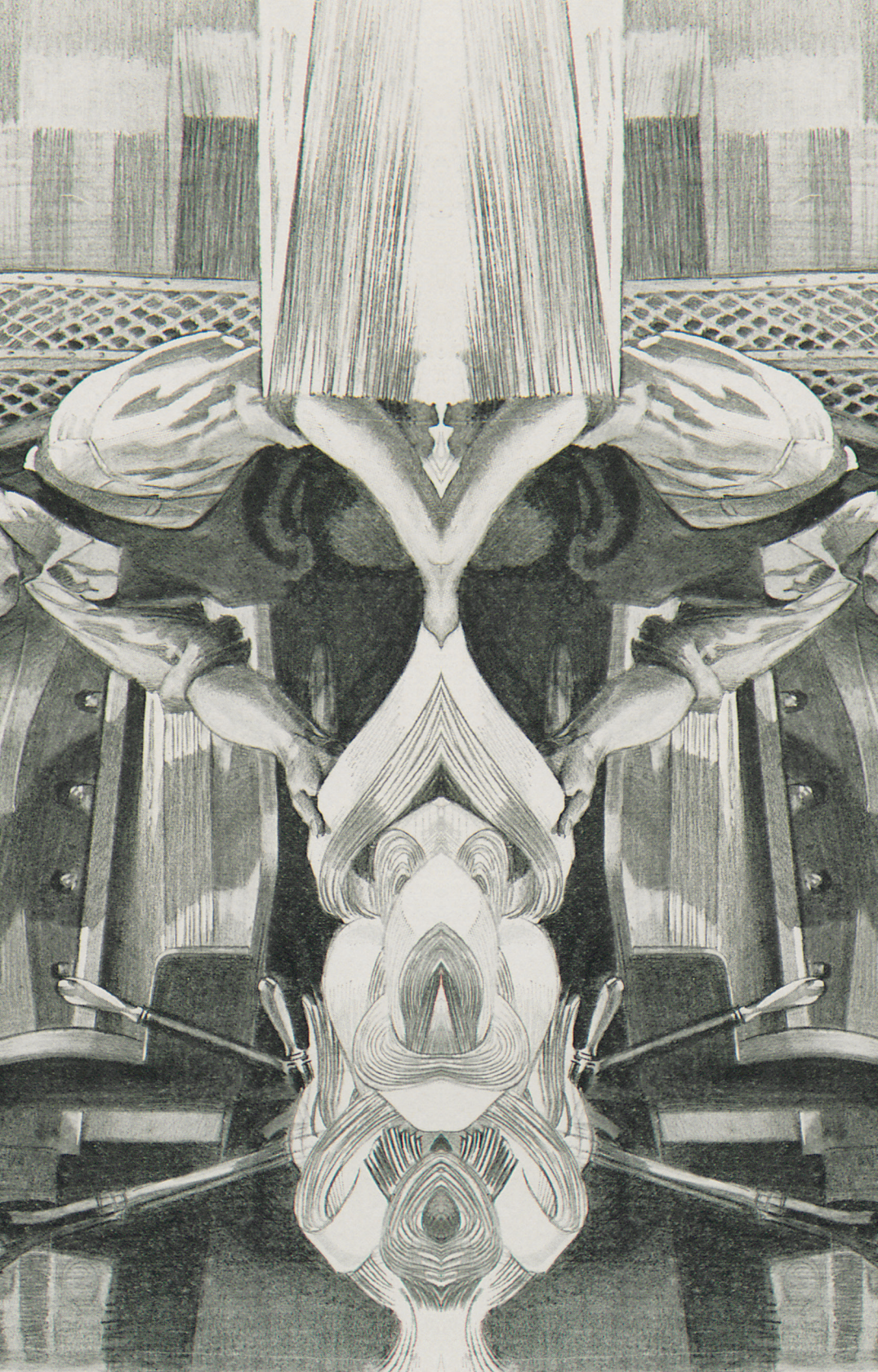
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Image from Warren's Standard Printing Papers Advertisement, 1918

RECYCLE
Printed on Opus Dull Cover 120lb / 325gsm
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