

NOT EVERYTHING WE HAVE BELIEVED IS TRUE IS TRUE. URBAN MYTHS,

# TRUE OR

**sappi**  
SEE AND  
EXPERIENCE  
THE FEEL  
OF PRINT  
ON SAPPI  
PAPER.

POPULAR MISCONCEPTIONS, AND COUNTERINTUITIVE FACTS CHALLENGE

# FALSE?

US TO DISTINGUISH BETWEEN WHAT'S TRUE AND FALSE<sup>1</sup>.

**TRUE**

**FALSE**

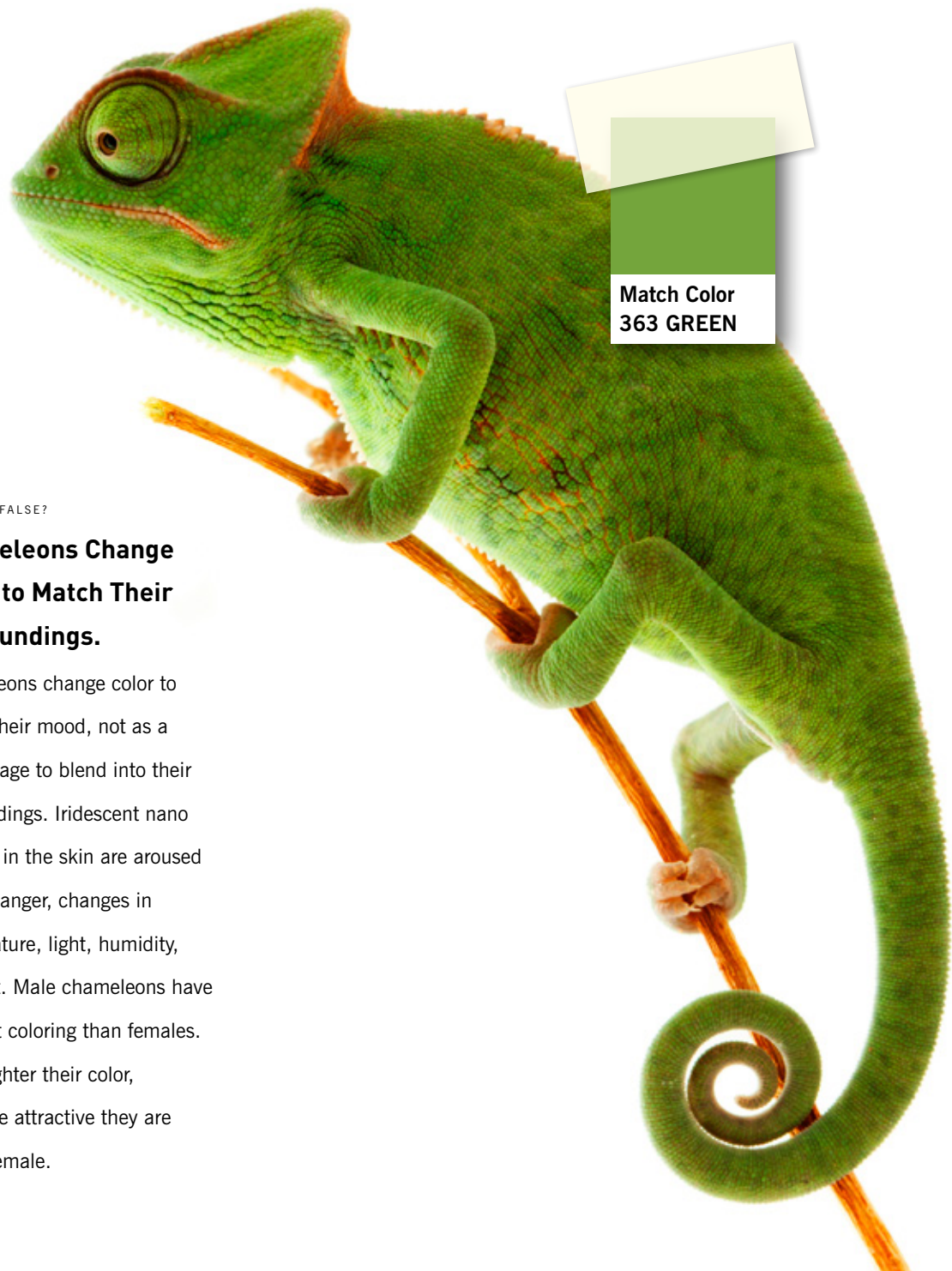
Some **myths** have been around for so long and repeated so frequently from so many sources that we assume that they must be true. But are they? **Urban legends, old wives' tales, and leap-of-faith conclusions** stated without verifiable evidence abound in every field. This is further complicated because some truths run counter to popular belief, intuition, and what we think we see with our very own eyes. In some cases, the **urban legend** itself seems more logical and credible than the **actual fact**.

This “**True-False**” booklet invites readers to separate truth from fiction, especially when distinguishing differences between **coated** and **uncoated** printing papers, including costs, environmental benefits, and performance capabilities. Also, as a print demonstration, this booklet provides examples of visual effects that can be achieved on **Sappi McCoy Silk** and **Matte** and two competitive uncoated sheets. It challenges preconceived notions of the kinds of printing techniques that each can handle.

TRUE OR FALSE?

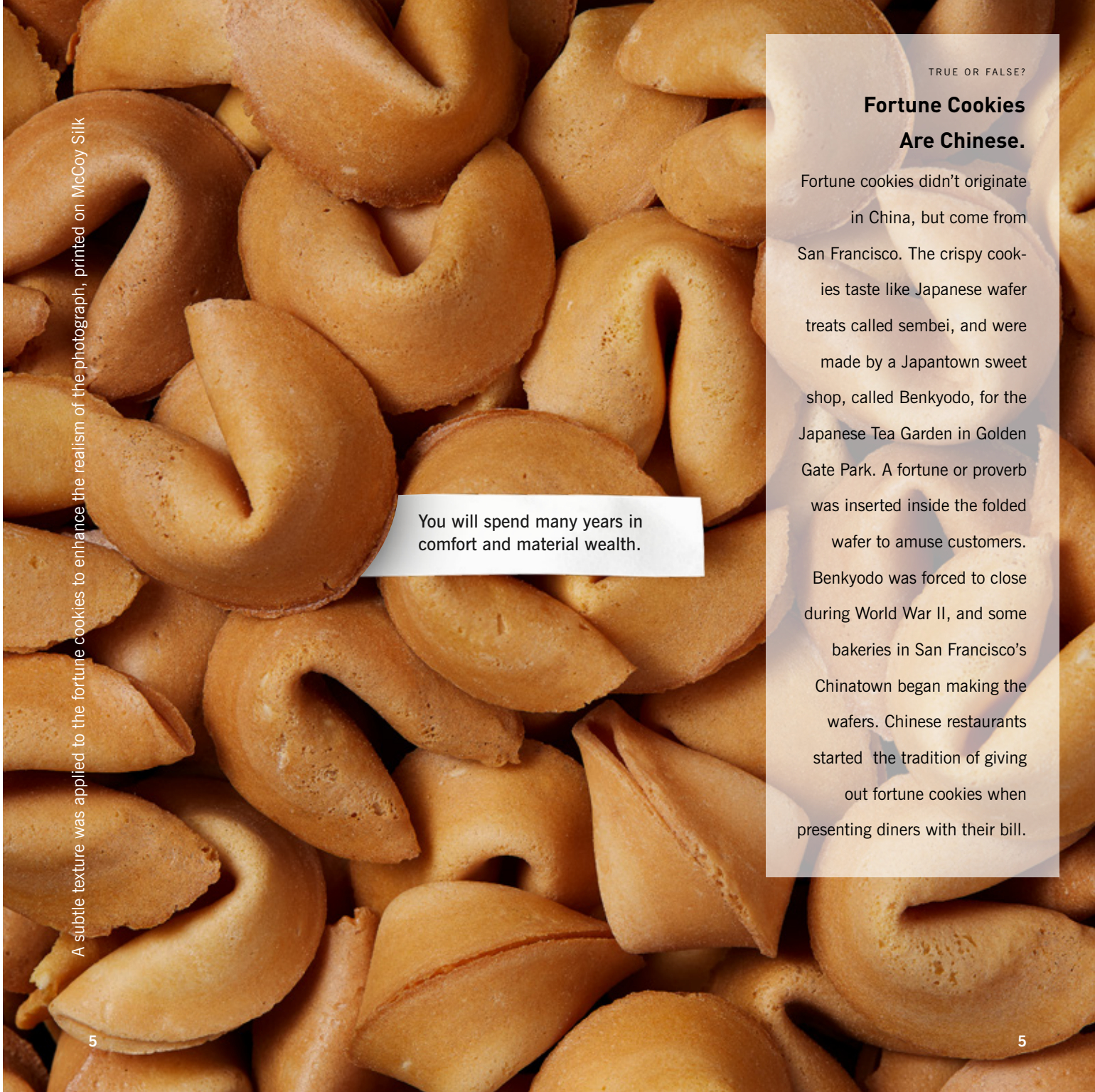
## Chameleons Change Color to Match Their Surroundings.

Chameleons change color to match their mood, not as a camouflage to blend into their surroundings. Iridescent nano crystals in the skin are aroused by fear, anger, changes in temperature, light, humidity, and lust. Male chameleons have different coloring than females. The brighter their color, the more attractive they are to the female.



McCoy Silk's smooth surface and blue-white shade allows critical brand colors to be matched accurately.

A subtle texture was applied to the fortune cookies to enhance the realism of the photograph, printed on McCoy Silk



TRUE OR FALSE?

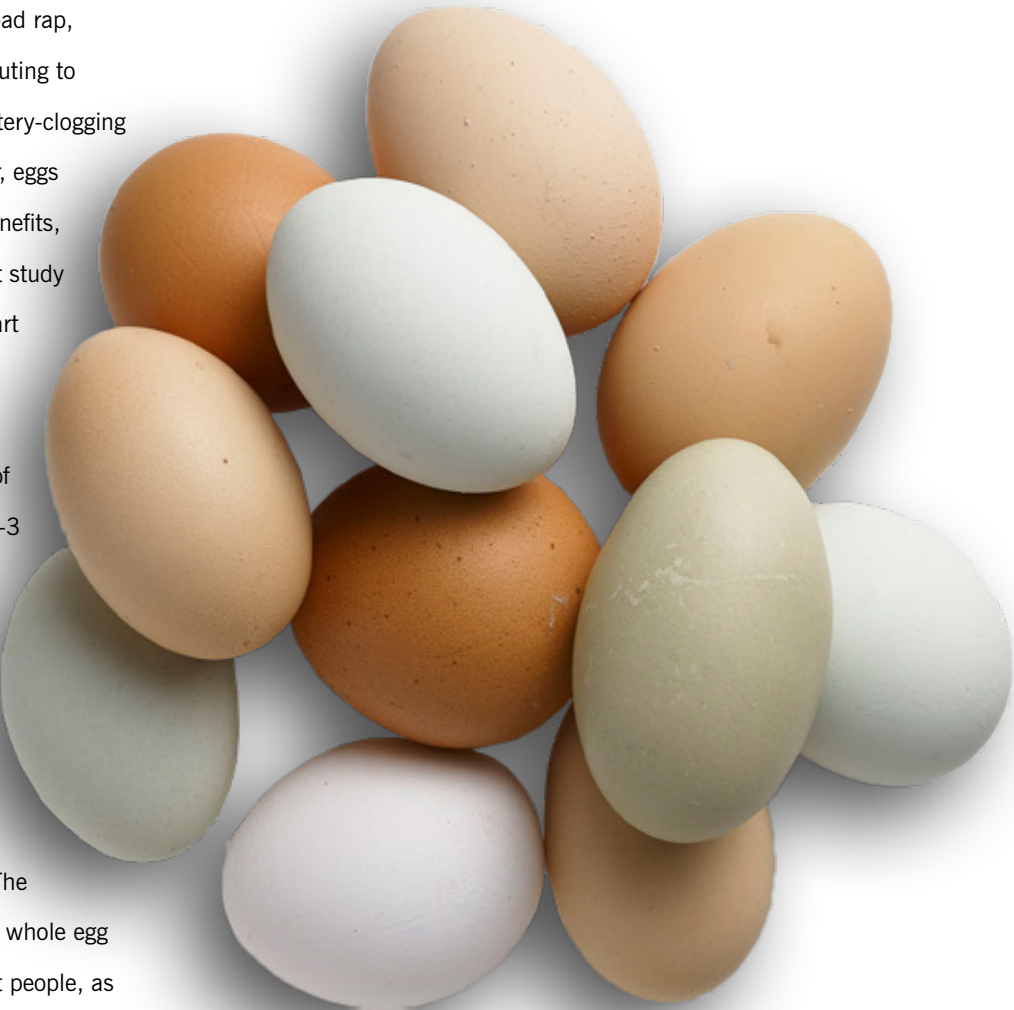
## Fortune Cookies Are Chinese.

Fortune cookies didn't originate in China, but come from San Francisco. The crispy cookies taste like Japanese wafer treats called sembei, and were made by a Japantown sweet shop, called Benkyodo, for the Japanese Tea Garden in Golden Gate Park. A fortune or proverb was inserted inside the folded wafer to amuse customers. Benkyodo was forced to close during World War II, and some bakeries in San Francisco's Chinatown began making the wafers. Chinese restaurants started the tradition of giving out fortune cookies when presenting diners with their bill.

TRUE OR FALSE?

**Eating Eggs Is Bad  
for Your Heart.**

Eggs have gotten a bad rap, charged with contributing to heart disease and artery-clogging cholesterol. However, eggs offer many health benefits, according to a recent study by the American Heart Association. Eggs, especially the yolk, are a terrific source of heart-healthy omega-3 fatty acids, lean protein, B vitamins and related nutrients, vitamins A, D and E, and testosterone-building dietary cholesterol. The AHA says eating one whole egg a day is fine for most people, as long as it isn't accompanied by greasy saturated fat-laden bacon and heavily buttered toast.



McCoy Silk's smooth surface is ideal for capturing the subtle colors and textures of foods such as these eggs.



No matter the skin tone, hair shade or make-up color on McCoy Silk each model looks luminous and beautiful.

TRUE OR FALSE?

**Women's Cosmetic  
Sales Each Year Exceed  
The GDP of Some  
Third-World Countries.**

Actually the makeup industry is worth \$382 billion globally, according to a SkinStore survey. During her lifetime, a woman will spend an average of \$3,770 on mascara, \$1,780 on lipstick, and \$2,750 on eyeshadows.

## New York City Sewers Are Teeming with Alligators.

This legend persists even though no alligator has ever been spotted in New York City's sewer system. Likely this tall tale was popularized by Robert Daly's 1959 book, *World Beneath the City*, which recounts that in 1935 the city's sewer superintendent got reports of alligators living in Manhattan sewers and went down to check for himself. Beaming his flashlight around, he said he spotted a congregation of gators swimming happily in the sludge. Modern-day experts pooh-pooh this story, saying this was probably a hoax spread by sanitation workers on a gullible public.



## More Recycled Content Is Not Always Better.

Recycling is a fundamental aspect of environmental responsibility.

However, there isn't a one size-fits-all approach. Doing right by the environment involves matching the right amount of recycled fiber content with the right paper products.

Using recycled fiber in higher quality products, such as printing papers, actually requires more energy, water and chemicals to remove ink and other contaminants. A

high level of recycled fiber is better suited for products such as tissue and egg cartons, which can tolerate some cosmetic flaws.

Even then, fiber cannot be recycled endlessly. With each recycling, fibers become weaker and eventually unusable, so depending on the end product, a higher proportion of strong virgin fiber is needed to maintain quality and strength.



Environmentally responsive, McCoy Silk contains 10% PCRf, is SFI® and FSC® Chain of Custody certified, and is Lacey Act compliant.

Catalogs and direct mail can depend on McCoy Matte to capture fine details and accurate color in every type of apparel.



## Fashion Law: Never Mix Patterns and Prints.

This myth probably persists because when pattern mixes are done badly, the effect is haphazard and visually jarring. It takes a certain level of fashion sense to mix patterns and prints, paisley with stripes, plaids with polka dots. Coordinating mixed prints through color or establishing a focal point by making one print dominant over the other gives the outfit a pulled together look that can be both daring and sophisticated.

TRUE OR FALSE?

**Coated Paper Is Better for the Budget Than Uncoated.**

Uncoated papers require a higher ratio of wood fiber per inch than coated sheets, and wood fiber is the most expensive component of paper. The addition of coating smoothes out a sheet's uneven surface allowing the papermaking machine to run faster and continuously. As a result, a premium smooth uncoated sheet may cost as much as 170% more than a comparable coated sheet such as Sappi's McCoy. A high-end opaque could cost as much as 30% more than a comparable coated paper.\*

\* Three North American printers provided Sappi with their costs for an equivalent amount of McCoy sheets and two premium smooth uncoated sheets. Two of the printers also provided costs for one high-end opaque paper. Sappi averaged the printer costs of cover sheets for each brand. Costs for the two premium uncoated sheets were 161% and 179% higher than costs of McCoy, an average of 170%. Costs for the high-end opaque cover sheets were 22% higher than the costs of McCoy.

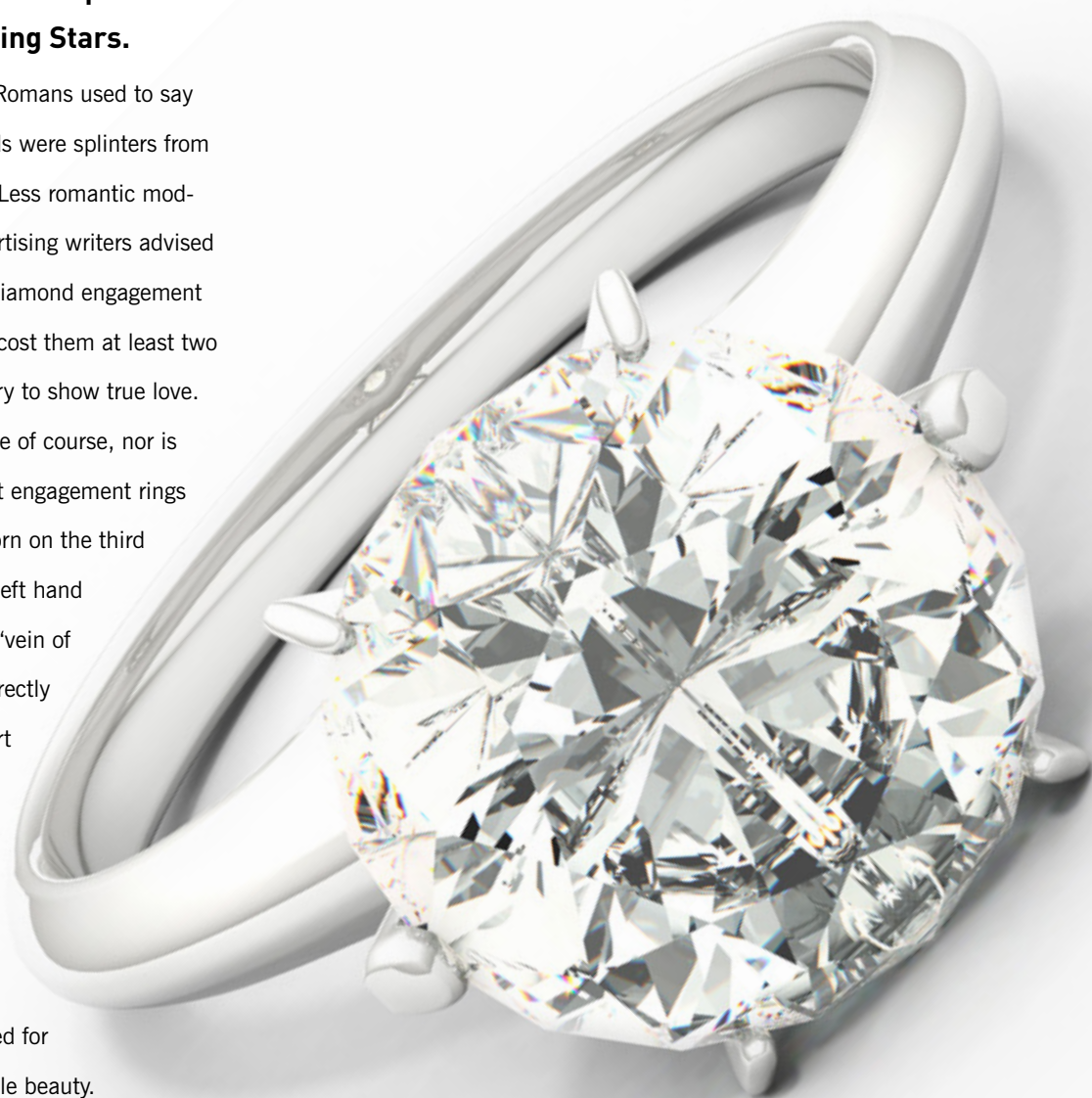
# Your Dollar Will Stretch Much, Much Further Using Coated Paper



TRUE OR FALSE?

## Diamonds Are Splinters From Falling Stars.

The ancient Romans used to say that diamonds were splinters from falling stars. Less romantic modern-day advertising writers advised suitors that diamond engagement rings should cost them at least two months' salary to show true love. Neither is true of course, nor is the myth that engagement rings should be worn on the third finger of the left hand because the "vein of love" links directly from the heart to that finger. What is true is that diamonds are precious stones coveted for their incredible beauty.



A combination platinum ink, gloss and dull varnishes gives extra sparkle to this diamond ring on McCoy Silk.

Saturated solids tend to galvanize on uncoated sheets—a problem easily avoided on a coated premium like McCoy Silk.

TRUE OR FALSE?

## Lightning Never Strikes the Same Place Twice.

This adage has been refuted by storm watchers who have captured on camera multiple lightning strikes in a single storm. Experts have witnessed bolts strike the same place within minutes of the last one. TV towers and skyscrapers are frequent targets. The WVAH TV tower in St. Albans, West Virginia, received 50 direct hits in just one storm.



**Drink at Least Eight Glasses of Water a Day to Stay Hydrated.**

There is no scientific basis to the claim that people have to drink eight glasses of water per day to keep hydrated.

Fluid intake comes from many sources and in many forms, including water-rich foods such as fruits, vegetables, and soups, and all kinds of beverages. Moisture in foods account for about 20 percent of our water intake. Optimal hydration depends on many variables including climate, level of physical activity, and thirst.



## Humans Only Use Ten Percent of Their Brains.

The source of this myth is unknown, although it has been falsely attributed to Albert Einstein and repeated in novels, films, and on TV. Neuroscientists refute this claim and have a body of evidence showing that humans use every part of their brains. Our brains are active virtually all of the time, even while we are sleeping.



The metallic background highlights and contrasts the rubbery texture of the human brain on McCoy Silk.

## Charles Eames Invented Molded Plywood.

Even though the Eames molded plywood furniture is iconic of midcentury design, Charles and Rae Eames did not invent molded plywood.

As early as the 1830s, a German furniture maker introduced a way to mold plywood through a pressurized steam process. In the 1930s and '40s, Eames, Eero Saarinen, and Alvar Aalto were all working with bent plywood furniture designs, but the material had already found other uses as leg splints and for the bodies of canoes and other uses.



The natural smoothness of McCoy Silk captures the smooth finish of this Eames chair, while bringing out its distinctive wood grain.

**An Apple a Day  
Keeps the Doctor Away.**

This adage got its start in Wales around 1860 and went “Eat an apple on going to bed and you’ll keep the doctor from earning his bread.” The healthful properties of apple have been documented since the time of the ancient Romans, but whether it reduces visits to the doctor has not been proven. It’s been hypothesized that the “apple a day” adage remains popular because it rhymes and is easy to remember.



**Thursday**  
*Jazz*



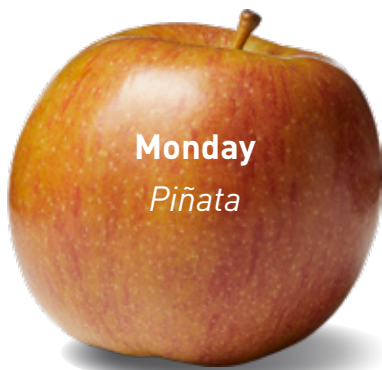
**Friday**  
*Opal*



**Saturday**  
*Gala*



**Sunday**  
*Lady Alice*



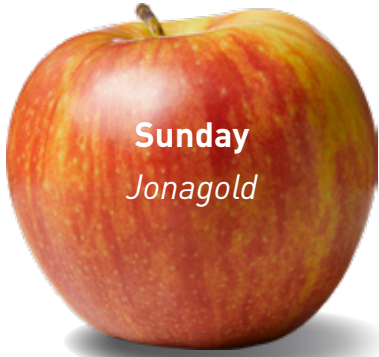
**Monday**  
*Piñata*



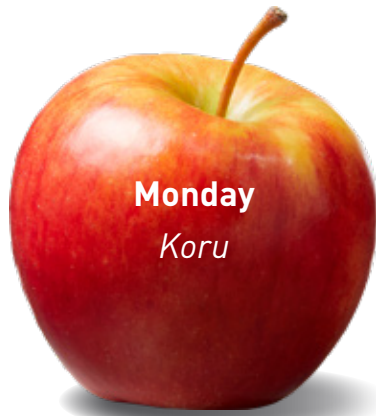
**Etc., Etc.**  
*New Zealand Queen*



**Saturday**  
*Cripps Pink*



**Sunday**  
*Jonagold*



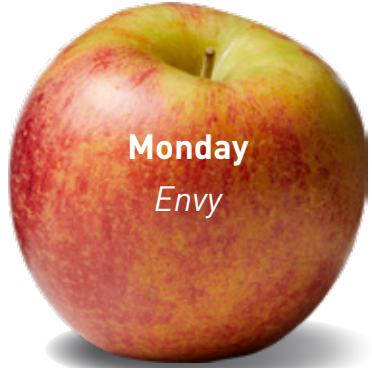
**Monday**  
*Koru*



**Tuesday**  
*Granny Smith*



**Wednesday**  
*Smitten*



**Monday**  
*Envy*



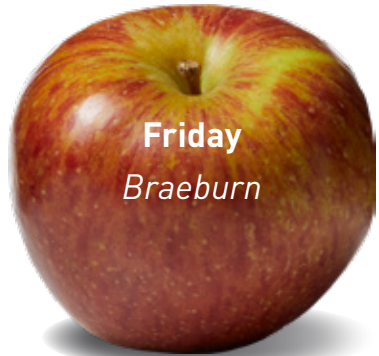
**Tuesday**  
*Red Delicious*



**Wednesday**  
*Golden Delicious*



**Thursday**  
*Kiku*



**Friday**  
*Braeburn*

TRUE OR FALSE?

## Red Cars Are Ticketed More Often for Speeding Than Cars of Any Other Color.

Some people theorize that red is so eye-catching that it attracts the attention of the highway patrol. Others claim that the red color creates an optical illusion that makes the car appear to be speeding.

Another explanation is that the vibrant color quickens the driver's heart rate and breathing, causing the driver to drive faster. Actually there is no statistical evidence that red cars get ticketed more often than gray, green or any other color car.



McCoy Silk brings additional economies by using spot gloss and dull coatings to achieve the high contrast look of the sports car.

TRUE OR FALSE?

## Harvesting Trees for Paper Can Be Good for the Environment.

The U.S. has more trees today than it did a century ago.

How? Because of sustainable forestry practices. Many people

assume the best thing for a forest is to leave it in its natural state, yet if we don't manage it,

nature will find a way—with fire, bugs, wind, or disease.

By using a scientific approach to responsibly manage the forest, we are actively promoting

regeneration while maintaining the quality of soil and water,

the composition of the forest,

and wildlife habitat.

A combination of varnishes delineates individual trees in the forest.

**TRUE**

**FALSE**

# TRUE

## Sappi McCoy

You don't have to take our word for it; seeing is believing. This *True or False* brochure from Sappi provides a side-by-side comparison of the same image printed in the same way on McCoy Matte and Silk and, on the half pages, on two comparable uncoated grades, a Premium Uncoated Super Smooth and an Opaque Uncoated Smooth. Notice how on McCoy's elegant coated surface, colors appear brighter and more alive, details sharper, and special coatings and varnishes leap off the page inviting readers not just to look but to touch. The cost difference between coated and uncoated grades is equally startling. A premium smooth uncoated sheet typically costs as much as 170% *more than* an equivalent coated sheet such as McCoy. The cost difference between a high-end opaque uncoated is smaller, but still runs about 20% more than McCoy. Any way you look at it, nothing surpasses Sappi McCoy. And that is the truth!

**Note: Both coated and uncoated sheets were printed using the same process with plate curves and density maximized for each substrate.**



**Front Cover:** McCoy Silk + Rich black + match red + satin varnish + reticulating varnish + gloss stampable coating + soft touch coating



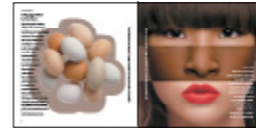
**Inside Front Cover:** McCoy Silk + Rich black + gloss and dull varnishes  
**Pg. 1:** McCoy Silk + Rich black + gloss and textured varnishes



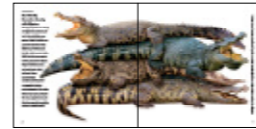
**Pg. 2 & 3:** McCoy Silk + Rich black + match red + gloss varnish  
**Half page:** Premium Uncoated + Rich black + match red + gloss varnish



**Pg. 4:** McCoy Silk + Four-color process + green touchplate + match gray + reticulating varnish + gloss stampable coating  
**Half Page:** Opaque Uncoated  
**Pg. 5:** McCoy Silk + Four-color process + sand coating



**Pg. 6:** McCoy Silk + Four-color process + match gray + textured varnish  
**Half Page:** Premium Uncoated  
**Pg. 7:** McCoy Silk + Four-color process + red touchplate + pearl, textured, velvet and gloss varnishes



**Pg. 8 & 9:** McCoy Silk + Four-color process + match gray + reticulating varnish + gloss stampable coating  
**Half Page:** Opaque Uncoated



**Pg. 10:** McCoy Silk + Four-color process + match gray + textured varnish  
**Half Page:** Premium Uncoated  
**Pg. 11:** McCoy Matte + Four-color process + red touchplate + gloss, satin and velvet varnishes



**Pg. 12 & 13:** McCoy Matte + Rich black + textured varnish



**Pg. 14 to 17:** McCoy Matte + UV four-color process + match gray + gloss and sand varnishes + soft touch coating



**Pg. 18:** McCoy Matte + Chrome silver + four-color process + match gray + gloss and dull varnishes  
**Half Page:** Uncoated Super Smooth  
**Pg. 19:** McCoy Silk + Four-color process + gloss and dull varnishes



**Pg. 20 to 21:** McCoy Silk + Four-color process + gloss and dull varnishes + raised gloss coating  
**Half Page:** Opaque Uncoated



**Pg. 22:** McCoy Silk + Chrome silver + four-color process + gloss and dull varnishes + rubber coating  
**Half Page:** Premium Uncoated  
**Pg. 23:** McCoy Silk + Four-color process + match gray + gloss and dull varnishes



**Pg. 24 to 25:** McCoy Silk + Four-color process + red touchplate + match gray + gloss, velvet and textured varnishes  
**Half Page:** Opaque Uncoated



**Pg. 26:** McCoy Silk + Four-color process + red touchplate + match gray + gloss and dull varnishes + raised gloss coating  
**Half Page:** Premium Uncoated  
**Pg. 27:** McCoy Silk + Four-color process + gloss and dull varnishes



**Pg. 28:** McCoy Silk + Rich black + gloss varnish  
**Inside Back Cover:** McCoy Silk + Rich black + gloss and dull varnishes

## Production Notes

### Four-Color Process

All images are printed in four-color process with UV inks.

### Coated Paper

#### Cover:

McCoy Silk Cover 120lb/ 325gsm

#### Text:

McCoy Silk Text 100lb/148gsm

McCoy Matte Text 100lb/148gsm

### Uncoated paper

Premium Uncoated Super Smooth

Opaque Uncoated Smooth

### Binding

Saddle Stitch

## Credits

### Design

Studio Hinrichs

415.543.1776

www.studio-hinrichs.com

### Text

Delphine Hirasuna

415.495.7573

### Printing

Printed on eight-unit UV presses with anilox coating systems. All images are 175 line screen.

### Principal Photography

Terry Heffernan

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