

Link[®]

INTERNATIONAL  PAPER

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The magazine for International Paper Merchants



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If you have Link® questions or comments, please contact us at 1-800-207-4003 or email IPpaper@ipaper.com. To view past issues of Link®, go to InternationalPaper.com/Link.



special processes

In addition to 4-color process printing of this issue of Link, two special processes are featured on the cover: UV coating and blind embossing. UV coating was accomplished during the printing of the piece, while blind embossing was done as a post-printing process.

Water-based overcoatings, such as the UV coating used on this issue, are used on sheet-fed presses to replace off-line varnishing. Acrylic type emulsions with water, alcohol and varying degrees of gloss are coated over the wet inks in line with the printing. The resin coats the ink, while the water and alcohol disperse in the paper. The coatings dry rapidly, preventing the wet inks from scuffing or marking while they dry normally. A high gloss, UV-curable clear coating was chosen for the color portion of the Link cover because of its flash-drying and color enhancement capabilities. The coating was applied like spot ink to paper and then dried beneath an ultraviolet light. UV coatings are just one of many ways to protect and accent the color on any printed piece.

For creative print effect, a post-press finishing operation called blind embossing was used for the Link graphic and center circle. During embossing the image was molded so that it became raised in relief. Molding was achieved by pressing the material to be embossed between a brass female die and a male counter mounted in register on a press. Embossing may be done in register with printing or on blank stock, giving a bas-relief effect. This bas-relief method is called blind embossing.

Information on these and other processes can be found in the 20th edition of *Pocket Pal: The Handy Book of Graphic Arts Production*.

www.internationalpaper.com/US/EN/Business/CPIP/PocketPal.html

letters to the editor

“

We want your feedback! To submit a question to the editor, e-mail p&cpapers@ipaper.com. Questions may also be sent by regular mail to the following address:

International Paper
6420 Poplar Avenue
Tower 3, 3-103
Memphis, TN 38197
Or by fax to (901) 214-0849

Please include your full name, address, and a telephone number for confirmation purposes. Letters should be 200 words or fewer, and all are subject to editing.

”

From the desk of Teri Shanahan



Teri Shanahan
Vice President
Commercial Printing

Thanksgiving was celebrated in October for our friends in Canada; here in the U.S. we are just a few weeks away. This seems to be everybody's favorite holiday, and I'm no exception. I love this Link's cover photo of a leaf turning reddish-gold. It brings to mind jumping into piles of crisp leaves, bon fires and football games (go Packers!). There is also an element of change, which – ironically – can sometimes feels like the only constant in our lives.

This issue of Link Magazine really ties in with the season, especially as you read about our St. Jude Children's Hospital "Thanks and Giving" campaign with our Hammermill brand. I know all of you will do a terrific job supporting this amazing institution. It happens to reside right here in Memphis. One of our employees, Joe Sansone (those of you in the Texas and mountain plains markets will already know of Joe and this story), has become St. Jude's biggest fan. Joe's 13-year-old son, TJ, has been receiving treatments. St. Jude does truly inspiring work, and it feels wonderful to be part of helping make that possible. I'm sure you are as grateful as I am for the health you and your family enjoy.

We continue to face difficult economic circumstances, so having precise information about the market and successful marketing tools becomes more critical than ever. To answer that, in these pages you'll find information about QR codes, improvements to Order IP, new IP products that work on high speed inkjet web presses, and information about our latest Down To Earth brochure. I'm particularly pleased to share news about how our Customer Service Center is staying connected with you. Finally, please be sure to check in on your favorite Pricing Coordinator (don't have a favorite yet? Give them a call!). Our pricing team is a great resource and is standing by to answer your call.

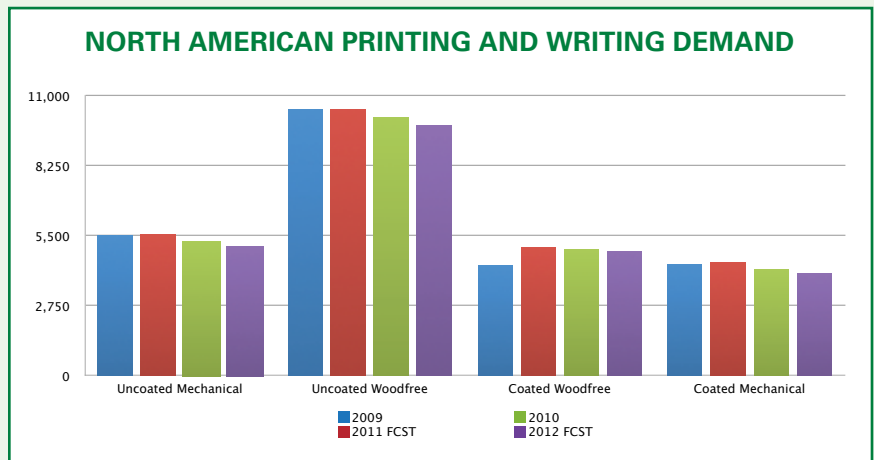
I've been able to travel a good bit recently, and it is just so enjoyable to spend time with you and your teams. The merchant community is resilient; it knows how to compete, and how to have fun! I value the partnerships we have with you, and continue to be impressed with the way you represent our brands to end-users.

It's a little bit early, but I can't resist wishing you, your colleagues and your families a wonderful holiday season. Hopefully we will have a chance to celebrate in person at some point. Meanwhile, as always, thanks so much for your commitment to International Paper.

A handwritten signature in black ink that reads "Teri Shanahan". The signature is written in a cursive, flowing style.

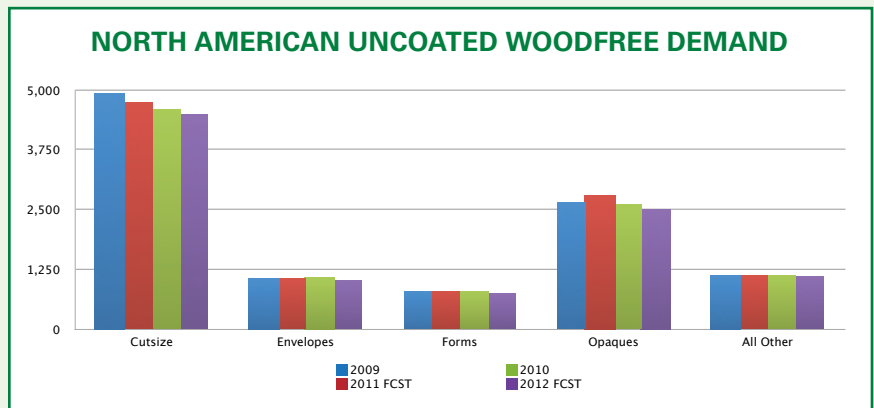
Printing & Writing History

The North American overall demand for Printing & Writing grades in 2010 was up 3.5% over 2009. Coated woodfree posted the biggest gain at 16.5% followed by coated mechanical, uncoated mechanical and uncoated woodfree respectively. Print and Paper Products Council (PPPC) is forecasting overall demand for these grades down 4.3% in 2011 and down 2.7% in 2012. Source: PPPC



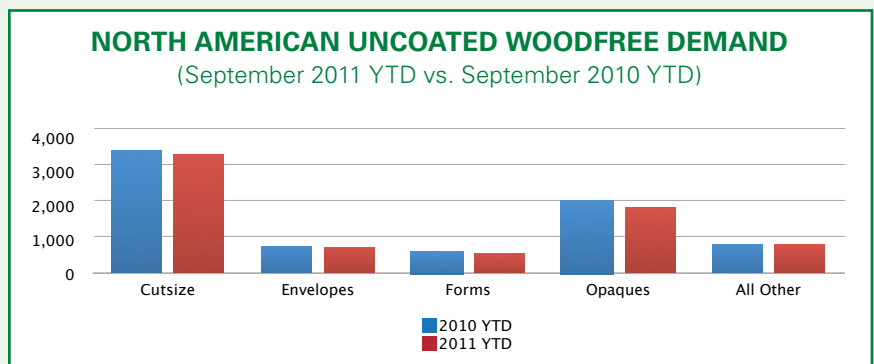
Uncoated Woodfree

The demand for uncoated woodfree in 2010 remained relatively flat over 2009 (up .2%) and is forecasted to be down 3.2% in 2011. Cutsizes posted the biggest decline 2010 vs 2009 (down 3.2%), while opaques, envelopes, and forms all posted small gains. 2012 is forecasted to be down another 3% vs 2011. Source: PPPC



2011 Year to Date Results

The overall demand through September 2011 vs September 2010 is down 3.7%. The offset/opaque category has taken the biggest hit down 7.8% followed by cutsize, which down 3.3%. The other categories are all relatively flat. Source: PPPC



Why is tree farming important for America and America's forests?

New **Down To Earth** available to answer that question



Private landowners provide an important raw material – wood – for the forest products industry. They also provide critical ecological and social benefits. But land ownership isn't free, and without a positive economic balance, many owners might face the dilemma of needing to sell their land.

Readers of the latest issue of International Paper's Down To Earth series will learn why tree farming in the United States can be a win-win solution for private landowners. The issue details a wide range of insightful information such as:

- Ecological benefits of proper forest management
- Economic impact tree farms can have on neighboring communities
- How individuals can support responsible forestry and tree farmers

Look for the new Down To Earth from your sales representatives and the IP Sample Center or read the latest content at Down2EarthOnline.com.

CAROLINA®

Coated Paperboard's Carolina® is Youniversal

The Coated Paperboard Marketing Team recently introduced a new promotion highlighting the many uses of Carolina® Coated Cover, proving that “Paper is Youniversal.” The 23-page booklet highlights the presence of paper, paperboard and the printed word at many of life's key milestones, including birth certificates, diplomas, wedding invitations, and first business cards. The booklet features many printing and finishing techniques, including die-cutting, folding, embossing and foil-stamping to highlight Carolina's quality and versatility. Several different grades of Carolina were used throughout the book's composition to showcase the breadth of the product line. The booklet is being shared with both current and potential Carolina customers. Carolina is produced at Coated Paperboard's mills in Riegelwood, N.C., Augusta, Ga., and Texarkana, Tex.



COMMERCIAL PRINTING & IMAGING PAPERS

pricing team ready to help you

Your pricing team has been on the job for just over two years now, led by the “Queen of Pricing” (a.k.a. Audrey James!). If you haven’t met or spoken to the “Queen”, we highly encourage it. In fact, Audrey and her team are on hand and ready to help you with pricing for existing business, spot opportunities or new program business. We believe this benefits both our companies because:

- 1 – You get your quotes fast;
- 2 – Our sales team is free to help your sales team find new business;
- 3 – Our customer service team can focus on managing your orders.

One call does it all! Just call your toll free number and press 1 for customer service and 2 for pricing. It’s that simple! Another way to catch us is to send an email at pricing@ipaper.com.

Whether you call or email us, we’re committed to helping you win orders with a competitive and timely price quote.

Our goal is to respond to telephone inquiries on the initial call and to email inquiries within one hour of receipt. Year-to-date, we’ve met this goal by responding on average **within 28 minutes** to all your email inquiries. We will continue our focus and report on this important metric to ensure a speedy response to your pricing needs.

So please, give us a call! As always, we appreciate your continued support of International Paper.



The Pricing Team includes:
[left to right] Audrey James, Andrietta Jones, Carla Murray, Caroletta Pringle, Chris Newsom, Mike Harbor, and Nancy Lawson

THE THRILL OF Springhill

INTERNATIONAL  PAPER

DEPENDABILITY

VERSATILITY

SUSTAINABILITY

Choose your favorite color and get ready to run. You can count on Springhill Paper for a smooth performance every time around.

Springhill®
PAPERS

CUSTOMER CONNECTIONS

GLOBAL CUSTOMER SERVICE CENTER

staying connected to customers

Six years ago International Paper moved its Commercial Printing and Imaging Papers Customer Service center to Poland to make it a part of the IP Shared Service Center. Now called the Global Customer Service Center (GCSC), its goal is to maintain a strong and healthy relationship between account executives and customers. In an effort to achieve that, the GCSC formed a Customer Connections Team comprised of account executives known for their work ethic, personal savvy, soft skills and excellent connection with customers. They have been given best practices to share, information and techniques so that at the end of the day customers can say, "In addition to managing my orders, I thoroughly enjoy working with my GCSC business partners who are true professionals that care about me and my business." According to feedback from customers, the team is improving those results. Thanks for being valued business partners and friends. Together, we are achieving success.



3 new **OrderIP**® enhancements you will find valuable

1

The **Open Order Report** has been enhanced to provide the following: the Requested Delivery Date, the Produced Make to Order Quantity, the Estimated Production End Date for Make to Order products and the Delivery Window now display actual delivery dates.



2

The **Order Status** feature now displays totals for ordered and shipped quantities and provides the most current Confirmed Delivery Date for all schedule line items on an order.

3

The **Print Documents Manifest/Tally** feature has added the ability to search by shipment number and/or vehicle number.

new ColorPRO technology **for high speed production printing applications**

HP Inkjet Web Presses bring a new level of features and performance to high-volume printing applications, breaking cost and performance barriers and offering a range of printing possibilities including book publishing, direct mail, transactional printing and newspapers. Using HP Bonding Agent—a unique colorless liquid technology applied only at the precise locations where ink is to be printed—HP Inkjet Web Presses deliver outstanding image quality and durability on a wide range of low-cost, standard uncoated offset papers.

For greater media choice and performance benefits at a competitive cost, customers also have the option of using uncoated papers treated with ColorPRO Technology, specifically designed and optimized for HP pigment inks and HP Inkjet Web Presses. Compared to standard uncoated offset papers, ColorPRO papers offer noticeably enhanced print quality at full press speed. ColorPRO Technology is available in the Williamsburg and Accent Opaque brand lines.

The ColorPRO difference

Papers bearing the ColorPRO logo are manufactured to meet a strict set of quality specifications, with performance criteria such as:

- Black optical density
- Color gamut
- Line edge acuity
- Color-to-color bleed

Performance and quality of ColorPRO papers are verified by an independent testing agency.

ColorPRO papers deliver:

- Dense blacks, for remarkable text and solid area fills
- Crisp text-over-color placement enabling limitless full-color options
- Sharp lines
- High-quality performance at full press speed

For more information on ColorPRO Technology, visit www.colorprotechnology.com

For more information on the family of HP Inkjet Web Presses, visit www.hp.com/go/inkjetwebpress

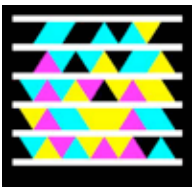
For more information about IP papers with ColorPRO technology, contact your IP sales rep

Quick Response (QR) codes, Microsoft Tags and other information generating codes

THE QUESTION FOR PRINTERS TODAY, LARGE OR SMALL IS: HOW DO I ADD VALUE?



QR Code



Microsoft Tag

Most printers are concerned about hardware – the latest CTP system, software, digital equipment, etc. However, the chief concern must reside with customers and what is required to attract and retain them. Developing customer-centric solutions that add value and ultimately assist customers

advance their business is imperative for success in the global market place. Many printed campaigns leave money on the table, and even buyers with sincere intentions are likely to forget or lose the initial enthusiasm created by a campaign if it requires remembering to do something in the future. Our fast paced, on-demand society makes even the most emotionally charged buyer difficult to reach unless you can provide a solution that allows them to take action now.

Printers can now provide advertising solutions that give customers the emotional connection of print and the swiftness of technology simultaneously by adding a code to the printed piece that re-directs the reader to interactive media. This fusion of print and technology provides a myriad of opportunities for advertisers and effectively positions print as a conduit of consumer communication! QR Codes, Microsoft Tags, and other information generating codes provide consumers with instant access to additional information about the product or service.

A few fast facts about codes/tags:

- Consumers with camera equipped smart phones and the correct reader APP can scan the image of the code to display text, contact information, connect to a wireless network, or open a web page in the phone's browser.
- Code storing addresses, URLs and more may appear in magazines, on signs, busses, business cards, or on just about any object that users might need additional information.
- Codes/tags, etc. can direct an otherwise passive viewer to take immediate action—make a purchase, register for an event, or take a survey.
- Instead of posting a long website address that your audience is likely to forget, customers can place a QR Code or Microsoft Tag on the printed piece.
- Codes/tags, etc. can be created as image files that can be added to page-layout, photo programs, or any other piece of software.
- Codes/tags are “platform” friendly – works on digital, offset, flexo, etc., doesn't matter.
- Codes/tags work with short or long run jobs.
- Printers should have a code or tag on their business card taking the holder to your web site or contact information.
- The uses for these codes/tags are limitless, so don't be afraid to think unconventionally.
- While there are several “codes” available, the most popular codes are QR Codes and Microsoft Tags

Examples of QR codes

Real world examples of how QR codes can be utilized is shown below. The Hammermill/St. Jude advertisement on the inside front cover and the GoPaperGrowTrees advertisement on the back cover of this issue of Link contain QR codes. When an image of the code is taken using an App on a smart phone, the viewer will be directed to a web page which will provide more information about one or the other of the programs highlighted in the advertisements. The QR code is in the image at the bottom right corner of the Hammermill advertisement and the bottom left corner of the GoPaperGrowTrees advertisement.



There are several critical components required to successfully utilize the code/tag technology:

- Printers need to understand mobile marketing;
- Printers need to understand the mobile culture and the value QR codes or Microsoft Tags can provide to this audience; and
- Printers must make clients aware of this technology and its potential benefits to their business.

For more information or to view the video, visit www.YouTube.com/printersplaybook.

Help fight childhood cancer

Ask your customers to buy Hammermill® Paper in November and December

When your customers buy select Hammermill Paper products in November and December, Hammermill will donate 10% of the purchase price to St. Jude Children's Research Hospital® in the fight against childhood cancer and other catastrophic diseases."

The most recognized brand of paper is joining with one of the leading children's cancer research hospitals to help children fight childhood cancer and other deadly diseases. Hammermill Paper has joined St. Jude Children's Research Hospital® as a new corporate partner for the 2011 *Thanks and Giving*® campaign. Beginning November 1, Hammermill will donate 10% of the purchase price of select Hammermill Paper products to St. Jude, up to a maximum donation amount of \$250,000. The promotion runs through December 31, 2011.

"We are delighted to be able to help St. Jude continue their lifesaving work of finding cures and saving children with cancer and other catastrophic diseases," said Jon Ernst, vice president and general manager, Imaging Papers, International Paper. "As a *Thanks and Giving* corporate partner with St. Jude, we're able to make a difference by supporting this wonderful cause."

The St. Jude *Thanks and Giving* holiday campaign is an unprecedented coming together of celebrities, media, retail and corporate partners that asks consumers to "Give thanks for the healthy kids in your life, and give to those who are not." Funds raised by the campaign support the lifesaving work of St. Jude, one of the world's premier centers for the research and treatment of pediatric cancer and other deadly childhood diseases.

Consumers should look for the *Thanks and Giving* logo on select Hammermill products in November and December. Hammermill Great White Copy, Premium Multipurpose, and Color Copy Digital will prominently feature the *Thanks and Giving* logo on the front of the ream. Hammermill Tidal MP and Copy Plus will have original artwork drawn by two St. Jude patients on the front of the reams.



HP Multipurpose Paper packaging turns pink to support breast cancer research and awareness



For the fifth consecutive year, International Paper and HP Everyday Papers partnered to support breast cancer research and awareness with the HP Multipurpose Paper Pink Ream promotion. During the month of October, 20 percent of the sales profits generated was donated to the Susan G. Komen for the Cure® Memphis-MidSouth affiliate, supporting the organization at both the local and national levels, as well as the Canadian Cancer Society. The promotion brought a 50 percent increase in HP Everyday Papers sales from 2010.

“When we began the HP Pink Ream national promotion in 2007, there were not many pink products on shelf so we had a great initial response from our customers,” said Georgia Pasquine, IP HP brand team. “We have proudly continued to run this paper promotion annually and it has become more important to us each year, because we realize the difference this contribution makes to our channel partners, customers and our employees and their families across the company and globe.”

The HP Pink Ream package featured the pink ribbon that symbolizes breast cancer awareness and was available at leading retailers and online, including Staples, OfficeMax, Quill, United Stationers and hp.com. HP Papers are produced at International Paper’s Courtland, Ala., Mill.

KNOW THE FACTS

All women are at risk for breast cancer

- Breast cancer is the second most common cancer in women.
- Most women have no known risk factors other than being a woman and getting older.
- Known risk factors, like having a family history of breast cancer, account for only a small number of new cases every year.

Reducing risks and early detection are important

- There are steps you can take to reduce risks of breast cancer:
 - Maintaining a healthy weight
 - Adding exercise into your routine
 - Limiting alcohol intake
- When detected early, there is a 98% five-year survival rate.



Test your turkey IQ

How much do you know about the turkey? Take Aristotle's Turkey Trivia Quiz and find out!

1. When was the first Thanksgiving celebration?
 1492
 1567
 1621
 1777
2. Where was the turkey first domesticated?
 Canada
 Mexico and Central America
 New Zealand
 India
3. What is a female turkey called?
 a rooster
 a cuckoo
 a chick
 a hen
4. What is a male turkey called?
 a larry
 a clark
 a harry
 a tom
5. What great American statesman lobbied to make the turkey the national symbol?
 Benjamin Franklin
 Thomas Jefferson
 John Adams
 Andrew Jackson
6. What sound does a female turkey make?
 gobble
 cluck
 chirp
 peep
7. What sound does a male turkey make?
 gobble
 cluck
 chirp
 peep
8. How fast can wild turkeys run?
 5 mph
 15 mph
 25 mph
 45 mph
9. About how many feathers does a mature turkey have?
 1,500
 2,000
 3,500
 5,000
10. What Native American tribe celebrated the first Thanksgiving with the colonists?
 the Wampanoag tribe
 the Sioux tribe
 the Choctaw tribe
 the Arapaho tribe
11. Can wild turkeys fly?
If so, how fast?
 No.
 Yes, up to 25 mph
 Yes, up to 40 mph
 Yes, up to 55 mph

Check your answers in the box below.

Source: <http://home.aristotle.net/Thanksgiving/trivia-submit.asp>

ANSWERS TO TURKEY TRIVIA: 1-1621; 2-Mexico and Central America; 3-a hen; 4-a tom; 5-Benjamin Franklin; 6-cluck; 7-gobble; 8-25 mph; 9-3,500; 10-the Wampanoag tribe; 11-No.



A more perfect union between printer and paper.

INTERNATIONAL  PAPER



Hail to the printer, and long may his presses run. In Williamsburg, printers will find a partner to support them in times of adversity, stand beside them in times of change, and lead them toward times of expanded prosperity. We pledge to prove it with every single sheet, roll and skid.

Williamsburg
PAPERS

Accent Opaque helps Pearl Jam tell its story



In 2011, grunge-rock icon Pearl Jam celebrates 20 years as a pioneering force in the music industry. As part of this celebration, the band embarked on a multi-city tour, produced a documentary film and developed a large format book that chronicles their existence. The

book, loaded with nearly 400 pages of historical concert photos, candid images, poster and album art reproductions, and bold type treatments, is presented on Accent Opaque 70 lb. Smooth.

With rolls made on C30 at International Paper's Courtland, Ala., Mill, Quad Graphics in Taunton, MA printed all 80,000 books on their Rotoman heat set web press. The book's numerous sepia tone pages and dark, grainy images were reproduced with tremendous consistency and accuracy, making the piece a showcase for Accent's qualities on press. The book is currently available at major booksellers, both in store and online.



Speak with your own Accent.[®]

Do you speak with a smooth Accent?
A thick Accent? A warm Accent?
Or maybe even a digital Accent?
No matter how you use it,
printing on Accent[®] Opaque
speaks volumes.

INTERNATIONAL  PAPER

Accent[®] Opaque
PAPERS

Want to help conserve our forests?

Reading this magazine is a good first step.

When you use paper, you give tree farmers a reason to plant more trees, manage their forests responsibly and avoid selling their land for development. If you want to learn more, watch videos and spread the word about how the paper and printing industry fosters healthy forestland, visit www.GoPaperGrowTrees.com.



Go paper.
Grow trees.[™]

www.GoPaperGrowTrees.com

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