

Link

The newsletter for
International Paper Merchants

Change.

We hear it all the time. It's inevitable. It's a part of our lives. And, since the last time I was a part of IP's Commercial Printing & Imaging Papers business, things have changed quite a bit.

As we close out 2007, I would like to outline a few of my observations regarding **change** in our industry over the last few years.

Market Focus on the Environment. Every shopping aisle, magazine cover and television commercial – even entire networks – are finding ways to go green. While other industries are scrambling to find an angle, the paper industry has an excellent environmental track record worth communicating. Most paper products have long been renewable and recyclable. In fact, International Paper has already received chain-of-custody certification from the Sustainable Forestry Initiative standard for all our U.S. paper mills. We recently held a the first-ever IP Sustainability Summit in New York to explain our environmental position and discuss ways we all can contribute to sustainability, certification and other issues facing our industry. (For more information regarding the Sustainability Summit, see page 12 of this issue.) International Paper believes that together we can reposition our industry and change an unwarranted perception regarding our industry's environmental practices.

Legislative Pressures. Another challenge facing the paper industry today is the so-called "Do Not Mail" initiative, which would greatly restrict the use of direct mail advertising. Sixteen states have seen such legislation introduced in 2007 and others are likely to follow. Through the efforts of the Mail Moves America Coalition, of which IP is a founding member, 15 of those bills have been defeated or tabled. The remaining bill was introduced last month (Nov.) in New Hampshire and the coalition is working to educate members of the state legislature about the bill's effect on the mailing industry. The paper industry has every reason to be proud of its environmental record and the contributions that ink on paper make to civilized society. While there is room to improve mail-related recycling rates, we should remember that efficient use of direct mail advertising can actually reduce other environmental challenges. By replacing just two trips to the mall each year and shopping through catalogs, direct mail or on-line, Americans could reduce the

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amount we drive by 3.3 billion miles and reduce carbon dioxide emissions by more than 3 billion pounds. We all have a role to play to protect our industry, and collectively we can make a difference.

The Changing North American Capacity Landscape.

Since I was last in the Imaging Papers business in 2004, the North American paper industry has shed 6 million tons of high cost capacity. In the last 12 months alone, the North American industry has announced 1.3 million tons of capacity closures. This dramatic supply-side shift has helped to support 90+% operating rates in an uncoated freesheet market with declining 2007 demand. Ever-rising input costs will continue to put pressure on higher cost manufacturing assets. This will require IP and its customers to think differently about how we partner with each other and how we jointly create future value for our businesses.

Innovation is a Differentiator. In 2004, the standard North American brightness and whiteness specification was 84 bright and 105 white on the CIE scale, respectively. Today, we not only have a new standard for brightness and whiteness but have also proven that innovation can create customer value in this category. As an example, in early 2008 you will be hearing more about ColorLok®, a proprietary technology jointly developed by International Paper and HP that dramatically improves print performance for colors and blacks while reducing drying time when utilizing printers with pigmented inks. We believe this has the potential to provide the next “step change” technology in Imaging Papers. Additionally, we are working on other performance enhancing technologies for both paper and packaging that will be introduced in the coming months. Stay tuned...innovation

will play a significant role in continuing to make our category relevant to paper consumers.

Brands Create Value. I believe established and respected national brands can play a critical role in overall margin delivery of a portfolio. We have proven that the addition of brands like Hammermill® and HP® to a customer’s private brand line-up adds value. More than ever, you will see an increased commitment to our brands in the marketplace. New packaging, advertising, promotion and innovation will provide your customers with a reason to believe in the value of Hammermill and HP, and we will ensure you have the tools to sell them.

One Constant in a Sea of Change. The last time I was a part of this business, our vision statement was “Because of us, our customers win.” That has not changed. In fact, this vision is stronger than ever. We have a heightened and renewed commitment to your success. Our people are working every day to create value for you and your customers, and we need your feedback regarding our progress. If we’re working together we can win in the marketplace. You have my personal commitment to helping you be successful everyday. I look forward to our work together as we continue to strengthen our industry and our businesses.



Todd Doolin

Todd Doolin

Business Manager
Commercial Printing &
Imaging Papers

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The International Paper Sample Center has moved:

Open and ready to help you

The International Paper Sample Center has moved to a new location. The new address is:

5100 Belmar Boulevard, Suite 7 • Farmingdale, NJ 07727

The IP Sample Center's knowledgeable and professional staff is on hand to provide you with great service and state of the art equipment to meet your business needs.

All other contact information for the facility remains the same. The Sample Center team can be still be reached by telephone at (800) 221-0809, fax at (800) 433-3698 and email at ip.samplecenter@ipaper.com.

The Sample Center currently stores Accent® Opaque, Carolina® Coated Cover, Springhill® Offset Colors, Springhill® Uncoated Bristols, Williamsburg and all converting and specialty grades. ❄

OrderIP

Bringing value to your customers with just a few clicks!

How do your end-users get direct shipment information into their system?

Do they wait for the truck to arrive then manually enter all the roll information into their system to begin the receiving process? Imagine the value you could bring to customers by providing them with a spreadsheet of the tally to be imported directly into their system. Imagine your customer having the ability to electronically upload roll information, reducing data entry errors and spending their time pre-planning their receiving before the truck even arrives!

Does your customer call you for Proof of Delivery on orders?

Do your customers wait several hours to obtain a requested POD? Did you know with OrderIP there's no need to call IP's Global Customer Service Center for a faxed copy? Imagine the ease of accessing carrier tracking information and getting all the information you need to instantly request your POD? Your customers would be thrilled to receive a copy of the POD in less the half the usual time.

Imagine . . . providing value added service to **your** customers with just a few clicks.

Contact your dedicated CP&IP sales representative or customer service representative to start using OrderIP today. ❄

Accent® Opaque

Serious Sweepstakes winners announced

Serious Designer Grand Prize Winner is:

Wei Van, Art Director
Clark College Marketing Dept., Vancouver, WA

Merchant Spec Rep: Laura Luethie
West Coast Paper, Portland, OR

Serious Designer On-line Winners:

Debbie Nessamar, Senior Graphic Designer
Habitat for Humanity International, Americus, GA

Adam Schlosser, Designer
Pixel Runner, Cincinnati, OH

David Thompson, Director – Creative Services
Memphis Grizzlies, Memphis, TN

Serious Printer Grand Prize Winner:

Robert Riegelman, Printing Manager
Syracuse Blue Print Co., Inc., Syracuse, NY

Merchant Sales Rep: Randy Cooper
xpedx, Syracuse, NY

Serious Printer On-line Winners:

Charlie Mullin, Account Executive
Japs Olson Company, St. Louis Park, MN

Karl A. Schoff, VP Sales & Marketing
Capital Offset Company, Inc., Concord, OH

Shari Dickerson
Greyston Graphics, Kansas City, KS

Congratulations to all sweepstakes winners! Grand Prize winners received their choice of a SIRIUS® satellite radio package including a lifetime subscription and multiple accessories or the equivalent in cash or as a charitable donation to the Nature Conservancy of the Conservation Fund made in their name. Online winners received their choice of a SIRIUS® radio, complete with starter subscription or cash equivalent. ❄

Graphic Design USA

printed on Accent® Opaque

This article appears in the 45th Annual Paper Resources issue of Graphic Design USA magazine, which is printed on Accent Opaque smooth 70 lb. Text and 100 lb. Cover. For information on obtaining copies, visit <http://www.gdusa.com> or contact your International Paper sales representative.



What makes a paper serious?

You are serious about your work. Doesn't it make sense to choose a serious paper? But how do you know if a paper is serious? Just look for these seven indicators.

1. Whiteness & Brightness – A serious paper has to have near-startling whiteness and brightness. A 96 brightness and 152 whiteness contribute to a unique blue-white shade that keeps colors pure and makes images pop off the page.

2. Formation – A serious paper has a formation that puts ink in its place. A smooth surface with tight fibers provides superior ink holdout for a high-quality, high-dollar look and feel.

3. Opacity – If you can see through it, it's not a serious paper. Look for high opacity to minimize showthrough. High opacity allows you to choose a lighter basis weight and reduce weight and bulk, especially important for direct mail.

4. Versatility – The more projects you can handle with the same paper, the simpler your job can be. A serious paper is available in a wide range of basis weights and offers a choice of finishes. And

it never hurts if there's an alternative warm white shade too. After all, sometimes you may want to create a nostalgic mood or reproduce subtle skin tones.

5. Performance – Proven runnability is a must. The fewer problems your printer has, the fewer problems you'll have. And that starts with availability. A serious paper has a serious distribution network, so you'll always have the paper you need when you need it.

6. Environmental Stewardship – Look for a paper whose maker has achieved a third-party certification for sustainable forestry practices.

7. Affordability – A serious paper's price should never make you exclaim "Are you serious?" Look for a paper that offers the attributes of pricey papers at a price that places it squarely in the economical arena. After all, you've got photos to buy. ❄️

International Paper now offers Williamsburg Offset press ready skids!

International Paper now has Williamsburg press ready skids. The new skids provide greater convenience, easier handling and the same high-quality Williamsburg paper your customers know and trust.

The transition from standard stock skids to press ready skids will begin soon with new product delivery beginning in December. The maximum height of these new skids is 45" to accommodate most presses and they are pallet jack and forklift friendly with 4-way entry. Transition from 16 standard skids to press ready skids will be implemented on a rolling item-by-item basis, as standard skid inventory is depleted.

New Press Ready Skids:

Item #	Basis Weight	Finish	Sheet Size
17001, 17005	50, 60	Smooth	17.5 X 22.5
17015, 17006	50, 60	Smooth	19 X 25
17016, 17007	50, 60	Smooth	23 X 29
17002, 17008, 17011	50, 60, 70	Smooth	23 X 35
17003, 17009, 17012, 17014	50, 60, 70, 80	Smooth	25 X 38
17004, 17010, 17013	50, 60, 70	Smooth	28 X 40

For more information on the new Williamsburg press ready skids, please contact your International Paper sales representative. ❄



Williamsburg.

Creating a more perfect union
between paper and printer.



Williamsburg has two new tools for you and your customers. Be sure to pass along the Williamsburg swatch book and promotional brochure highlighting:

- New Press Ready Skids;
- Quality advantages, including acid free and archival longevity;
- Williamsburg's Sustainability Commitment.

Both pieces speak to how paper is an extension of the printer and is often impressed with the printer's intentions. It is a record of the printer's ability, and in many ways, a printer is only as successful as his paper. That's why the people who bring you Williamsburg are committed to forging a strong bond between paper and printer, a relationship that starts with a quality product and is reinforced with outstanding service.

For additional copies of the new Williamsburg promotional brochure or Williamsburg swatch book, the International Paper Sample Center at 1-800-221-0809. ✨

Combining technology and art: Laser die cutting tips and techniques

Die cutting is a bindery process in which a two-dimensional design is created from a flat sheet of paper. While a simple, functional metal die forms the pockets on an everyday folder, a state-of-the-art laser die cutter can form a fine piece of art, such as the delicate shape of the snowflake found on the card in this edition of Link. The act of cutting paper into aesthetically pleasing shapes has been a respected art form for hundreds of years. However, only in the last twenty years has it been possible to produce these types of projects in volume using lasers, rivaling the quality of one-of-a-kind, hand-cut originals. This application adds elegance and beauty to any number of printed projects such as greeting cards, magazine inserts, packaging, and invitations.

Since this is a relatively new graphic arts medium, designers should keep a few things in mind when designing for this process.

- There will be some discoloration on the side of the sheet directly impacted by the laser; it typically appears slightly burned or blackened. Laser cutting from the back side of the sheet or backing up the discolored side can control this effect.
- The three-dimensional quality of a laser cut is accentuated by the shadows of the holes, so using a light-colored stock against a light background helps shadows stand out.
- Be careful that the design does not yield die cuts that are too fine. The color or pattern behind them may not show through, although the shadows of the holes may still be visible.
- Obviously, a die cut creates a hole all the way through the stock. Consider what is printed on the back side since the die cut on the front side could obscure or completely delete it.

As designers set up the files for a laser cut image, it is best that they begin with a halftone image in Photoshop® using the grayscale mode. For best results, brightness is lowered by 30% and contrast by 20%. This is a good starting point for most images, although some adjustments may be necessary. The retouched Photoshop grayscale image can then be converted to a bitmap; select the halftone option and a coarse line-per-inch count

using a square dot. Looking at this screened image will reveal areas that need adjustment, and the designer can later return to the original grayscale for further refinement.

According to Laser Excel, a company that has pioneered this technique, “surprisingly often, designers don’t consider the connections that are needed to keep the pieces of their laser-cut art together. All positive elements must connect to each other in some way or they’ll fall out. The larger the positive piece, the more connections it will need. For example, if the positive center of a negative circle is stenciled at the top and bottom only, it may ‘spin’ on those connections. Adding an additional stencil would make it more stable. Of course, the number of stencils and their thickness depends on the stock’s weight, the product’s intended use, and other aesthetic considerations.”

Paper thickness is an important consideration when creating an intricate design. As a general rule of thumb, lines must be at least as wide as the paper is thick. For example, since Accent® Opaque 80 lb. Cover is approximately 0.013” thick, a 1.5 point line (0.020”) will yield much better results than applying a 1.0 point line. This is an important consideration because the laser cuts taper as the beam passes through the stock; the target side of the sheet always has larger openings than the exit side. This effect is less noticeable on text weights but becomes quickly apparent when cutting heavy cover stocks. This effect causes the end result to look slightly different than the original art file, and designers need to keep this in mind when reviewing proofs. Since all papers do not cut equally well, stock choice is also important to consider. Organic components of the sheet are turned into gas when exposed to the laser and are pulled away by a vacuum pump. Papers with high inorganic content (such as plastic and clay) do not cut as well because they do not convert to gas as readily, leaving deposits on the edge of the die-cut area. Many International Paper stocks have already been tested and revealed to be excellent stocks for this application, including Carolina® C1S Cover, Hammermill®, Springhill® Offset and Springhill® Vellum Bristol Cover papers.

For information on other International Paper stocks suitable for laser die cutting, please visit www.internationalpaper.com. To find out more about the laser die cutting process or to get a quote on your next project, visit www.laserexcel.com. ❄

No need to worry — Selling Hammermill® paper just got easier.

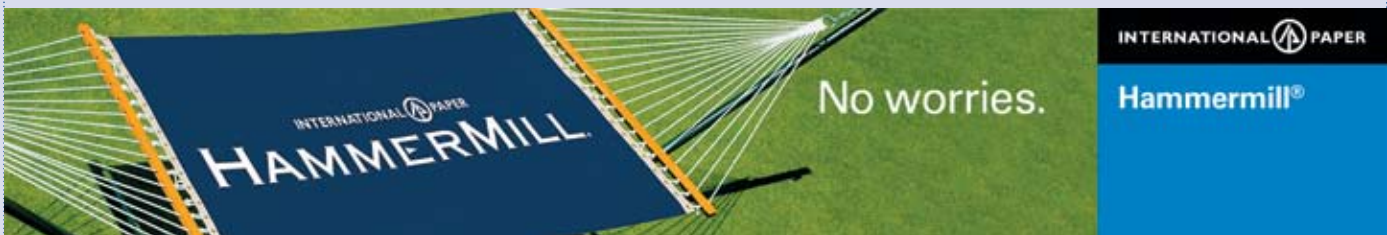
When your customers use Hammermill paper, they can feel confident that their jobs will look great every time so they don't have to worry — and neither will you.

Hammermill is the only brand of office paper trusted to consistently deliver worry-free performance. Also, our papers are engineered to higher standards and tighter specs so they deliver a noticeably superior image quality.

Hammermill is recognized as a leader among its competitors for good reason. Research shows customers trust Hammermill for even their most important jobs, because they can expect worry-free performance.

We're supporting your efforts in the marketplace in 2008 with new tools to help you sell. Look for the Hammermill Worry Free sales kit in January, which will highlight our unprecedented national radio, print and billboard advertising campaign.

To order Hammermill or for more information, contact your International Paper sales representative. *



Sustainable Forestry Initiative®

launches new marketing campaign



Have you seen the new SFI® marketing campaign? SFI is working to promote awareness of the brand among consumers and they're targeting publications, billboards, bus shelters and kiosks in major centers in the U.S.

The first phase of the campaign began in October and will run through the end of the year. It will increase SFI's brand visibility among customers, accelerate SFI labeling of products and let consumers know that SFI is an established and practical forest certification standard.

The billboard above can be seen in select U.S. markets and is part of SFI's marketing campaign aimed at increasing SFI brand visibility among consumers.

To find out more about the Sustainable Forestry Initiative, visit sfiprogram.org. *

7 Key Facts About the Sustainable Forestry Initiative Standard

- 1. Independent Governance** – SFI is a fully independent, registered non-profit, with a governance structure with equal representation across three chambers: social, economic and environmental.
- 2. Conservation Support** – SFI has the support of conservation groups including The Conservation Fund, NatureServe, Ducks Unlimited and the American Bird Conservancy.
- 3. A Single North American Assurance** – SFI is a single standard with 135 million acres certified to it across North America. FSC has 13 different standards across N. America, nine in the US, four in Canada.
- 4. Science-Based** – The SFI Standard is a comprehensive system of principles, objectives, performance measures and core indicators, which integrate the perpetual growing and harvesting of trees with the protection of wildlife, plants, soil, water and air quality.
- 5. International Endorsement and Acceptance** – SFI is endorsed by the Programme for Endorsement of Forest Certification, a globally recognized organization that has strict requirements for compliance. SFI is accepted by governments around the world including the US, United Kingdom, and Japan.
- 6. Steady Supply** – SFI offers a strong standard that promotes sustainable forest management, and in North America SFI offers significantly more products from certified sources than other leading systems.
- 7. Leadership** – Only 10 percent of the world's forests are third-party certified. By sourcing certified products, from a variety of credible standards, buyers are sending a message that they support sound forestry and buy responsibly.

International Paper

holds first-ever Sustainability Summit

More than 200 senior-level customers, paper merchants and end-users in the Northeast area recently attended the first-ever International Paper Sustainability Summit in New York. Our company hosted the Summit to give customers a better understanding of our company's legacy and practices around sustainability, conservation and forest stewardship and to have an opportunity for open dialogue with customers around the growing field of sustainability. Our Chairman and CEO John Faraci and Wayne Brafford, senior vice president, Printing & Communications Papers, hosted the half-day event.

Summit attendees heard from IP leaders and outside experts on sustainability, which included:

- Dave Liebetreu, vice president, Forest Resources, IP, discussed our company's strategy on managing natural resources, including the importance of dual forestry certification; reducing our environmental footprint by looking at the entire product lifecycle; and partnering on projects with customers and conservation organizations.
- Ann Wroblewski, vice president, global government relations, IP, provided thoughts on the key policy issues of

particular interest to our industry and provided an overview of our capability to support our customers.

- Dan Esty, professor, Yale University, and author of "Green to Gold" was the featured speaker, and provided a thoughtful, pragmatic and inspiring road map to cope with environmental pressures and responsibilities while sparking innovation that will drive long-term growth.
- Derek Smith, an industry expert, also discussed forestry certification systems and provided some useful insight on the credibility of the Sustainable Forestry Initiative® and Forest Stewardship Council® standards.

Feedback from the IP Sustainability Summit indicates that customers felt it was a great opportunity to learn more about International Paper's environmental leadership, sustainable practices and plans for the future. In fact – given the positive feedback – International Paper has plans to hold more Sustainability Summit sessions in 2008, beginning with an event this spring. Look for more information to follow. ❄️

