

52/53 print



PAPER PASSION

We all love paper. We use it every day of our lives. Where would our lives be without it, THEO PETTARAS of Digitalpress asks.

"A blank piece of paper is just crying out for a little vision and inspiration." (from Spicers Paper website, www.spicerspaper.com.au)

I LOVE PAPER, I love the fact it comes in so many weights, colours and textures. The combination of these three elements, along with great design allows us to create amazing print communications. Understand paper's use and you will be happily rewarded. The effect of the 'Global Financial Crisis' resulted in a number of paper mills closing down, including the Wesley Vale Mill in Tasmania, last year. This also resulted in the consolidation of some stocks, some of which are no longer available, and the merger of some paper merchants.

Over the past few years paper merchants have had to look at how they are perceived in the marketplace and understand the new breed of print-savvy purchasers. They have done a great job learning what the industry wants. Educating clients has been a major focus, as is employing expert staff who do a magnificent job with this. Spicers Paperpoint School for instance, educates the design, print and paper industries about all things paper (to register your interest email them at spicerspaperschool@spicers.com.au).

Our company works very closely with all the popular paper merchants. We are always keen to hear what's new. I believe they all have their unique strengths and point of difference. Understanding these is of paramount importance. Use their wealth of knowledge, and it will help you get the best result.

Commodity stocks are those that are most commonly used. However, the decline in demand for these has seen a big shift in specialised stocks so they are more readily available. There is an abundance of choices, with new ones becoming available all the time. I always suggest to my clients that they have the latest stock sample swatches and have direct communication with suppliers – again they can give you invaluable advice. You may even suggest print tests on actual stocks or ask to see previously printed samples on the stock you wish to use. If a printer tells you there are different colours of white stock, you would be wise to believe it.

As a passionate paper specifier, I set up at our premises a 'paper village' – simply a floor to ceiling high wall of some 200 different types of paper stock from all the paper merchants. These merchants are free to visit any time. We enjoy the reaction our clients have when they view the paper village for the first time. It gives clients an opportunity to touch and feel larger sheets of paper stock and do test prints. It also allows a far greater ability to understand and make informed decisions on the paper choice.

In regards to the cost differences with stock, if your print project is a large run and most likely to be offset printed, price may play an important role as the deciding factor. However, in the digital arena where print runs are significant, lower stock costs are usually secondary.

I like using different types of stock, even for the one job, for example, last year's AGDA *Eyesaw* book, designed by Mark Gowing. It was printed on Edwards Dunlop Brilliant smooth white 140gsm with 26 half-page inserts using 17 different colours. This resulted in the closed book representing the colour spectrum.

Another consideration is to understand the effect print has on different coloured papers, and a mono print on a coloured stock can give a very different look. Never feel you have to print in CMYK all the time, and please experiment with mono print on different stocks, as the results are often surprising!

EMAS: ENVIRONMENTAL MANAGEMENT AUDIT SYSTEM.

This is a tracking system for all pulp worldwide. You are able to trace the pulp back from the piece of paper in your hand, back to the merchant, back to the transporters, back to the mill (usually in Europe) and the pulp farmer, and even to the exact square kilometre that the original tree was cut!

PRE & POST

There are two types of recycled paper. Pre is waste that has left the mill but has not reached the end user, typically trimmings and rejected materials from printers, envelope converters etc. Post is waste that has reached the end user, typically homes and offices. The maximum number of times that a piece of paper can be recycled is around six. After this the pulp will be crushed too much.

This leads us onto another thing – pulp and grain direction, but for now let's get back to EMAS vs Recycled. There is a massive debate on about which process is better. Without going too much into it, the choice is yours with EMAS being farmed from virgin trees from the same area over and over again while recycled uses more energy to get back to a virgin-like pulp state.

The best thing about either one of these paper types is that you are using a sustainable paper source. This sends a strong message to the end-user that you, or your client, at least have a strong environmental policy.

IF YOU USE PAPER, YOU CAN PLANT TREES

Digitalpress is about to embark on a project with an organisation called 10 THOUSAND TREES (www.10THOUSANDTREES.com). It will give our clients the ability to create not a neutral but a positive environmental legacy through our client's print orders. As an FSC-certified program 10 Thousand Trees purchases sustainably managed trees on our behalf to offset the paper used for a specific job.

It then puts trees in the ground today, manages them to maturity, harvests them to be used as environmentally-friendly paper, and then reinvests the profit from those sales back into planting more trees.

That makes our tree and paper cycle sustainable. By reinvesting the profits it effectively doubles the amount of trees in the ground every 12 years. So the 10 trees we plant tomorrow will become 20 trees in 12 years time, 40 trees in 24 years and so on.

When clients receive a quote, they will also have the opportunity to offset their print job. When clients offset their print job they don't just plant a tree today, they purchase a sustainably managed tree legacy, which when

looked at in the fullness of 120 years equates to a little less than five cents a tree. All clients do is accept the optional extra charge and they can then be assured that trees are planted on their behalf, and will continue to be planted for generations to come. This program suits us, as we think long term about our effect on the planet, and want to measure our clients' future impact, not just what happens today.

IF A PRINTER TELLS YOU THERE ARE DIFFERENT COLOURS OF WHITE STOCK, YOU WOULD BE WISE TO BELIEVE IT.

CUSTOM PAPER

There is even the opportunity in Australia to get your paper custom made. This means that you can choose to emboss or watermark your paper, set the gsm and also choose the colour.

A couple of these examples are in the 2010 range from CPI and the Flirt range from Spicers. Both systems give you numerous base paper options with different embossing options you can then mix and match as much as the heart desires. Regarding watermarking, this is a longer process but most merchants are happy to help with a custom job. Just get your wallet ready!

So there's the lesson – when considering your next print project, stock selection is important and can make the world of difference. You should plan from the beginning of the project how to make the printed output look sensational. Choose carefully and consider everything with your printer. By doing this, you'll be able to avoid unpleasant surprises, and save time and money too! **DT**

USEFUL LINKS

Paper Merchants:
CPI+Edwards Dunlop www.cpigroup.com.au and www.edpaper.com.au
Dalton Fine Paper www.dalton.com.au
KW Doggetts www.kwdoggett.com.au
Raleigh Paper www.raleighpaper.com.au
Spicers Paper www.spicerspaper.com.au
Australian Paper www.australianpaper.com.au



this page:
top left: Stacks of stock - a paper village.
above: White foil on Raleigh Noturno.
Design Amy Nadaskay
opposite page:
below right: White foil on Spicer's Tudor Kraft.
Design Eskimo