

## THE PAPER TRAIL

These days there is an incredible range of different types of high quality paper that are designed to not only print very well but also minimise their impact on the environment. Rough old recycled is out—welcome to world of high-tech, alternative papers drawn from a variety of sources.

### GREEN THUMBS UP

Technology isn't always a hindrance to the environment—just ask Mondi Business Paper. Thanks to advances in modern technology, its new Green Range proves that no compromise need be made between environmentally-friendly manufacturing and top quality.

As an FSC-certified product, Color Copy is a highlight of the company's Green Range. According to a 2006 EMGE brand awareness study, Color Copy is the leading colour laser paper in almost every market throughout Europe. Produced in Austria and successful globally, it was the first colour laser paper to receive the internationally recognised FSC certification.

"The Green Range from Mondi Business Paper offers our customers and end-consumers an intelligent choice for the highest quality paper together with protection of the environment," says Andrew Brain, sales director, Mondi Business Paper Sales Australia.

Able to keep up with the latest trends and the growing demands of colour printing, Color Copy impresses customers with its whiteness, colour reproduction, highlight-fastness, precise smoothness and controlled conductivity for the best print quality. Color Copy also offers excellent runability on high-output devices and low dusting which significantly reduces downtime for printers and copiers.

### SWEET LIKE SUGAR

Raleigh Paper has made its products just that little bit sweeter for customers with its new Harvest Recycled range. Using alternative fibre recycled from sugar cane waste, Harvest Recycled is chlorine-free and contains 60 percent sugar cane fibre with a balance of softwood fibre sourced from environmentally-accredited, sustainable forests.

"The real message is that for those people who still feel a bit uncomfortable about cutting down trees, this product gives them an alternative source," says Rod Williamson, advertising and

promotions manager at Raleigh Paper.

Manufactured in South Africa, the sugar cane processing mill is located right next to a FSC-certified paper mill; this process has significant environmental benefits because the fibre source is also right at the source of the production.

"There is no need to travel half way around the world to obtain the fibre," Williamson says. "Cutting out this transport also reduces greenhouse and carbon emissions."

Embracing the philosophy of continual improvement, Harvest Recycled is an acid-free, double-coated stock that is biodegradable, recyclable and, most of all, a sustainable alternative to traditional papers. With a similar look and feel to a typical A2 sheet made from traditional wood

fibre, it achieves high print performance at an economical price.

"At the end of the day it looks no different and the pricing is highly competitive," Williamson says. "It's inexpensive, prints very well and goes the extra mile for the environment."

### LONG LASTING HEMP

When it comes to choosing paper manufacturers, integrity

has always been at the core of Longbottom Paper's decisions. That is why the paper-making companies used by Longbottom must demonstrate a corporate and environmental responsibility to their products by providing paper with official product stewardship and by effectively maintaining resources with forest management.

Longbottom also offers an extensive range of recycled paper such as the Enviro Gloss and Satin with a 50 percent recycled component, as well as Hemptec with 30 percent hemp fibre, 70 percent sawmill waste and totally chlorine-free. Suitable for multicolour offset printing and monochrome inkjet application up to 600 dpi, Hemptec is ideal for double-sided copies and prints and has long-lasting archival properties due to its high ageing stability of 200 years. ●

# Longbottom Digital Papers

## bring you Color Copy



## Recognised as the world's leading paper for colour copying



### Longbottom Digital Papers

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