

04
2005

English

Z-INFO

ZIEGLER PAPER MILL

Paper communicates



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ZIEGLER
P A P I E R

www.zieglerpapier.com



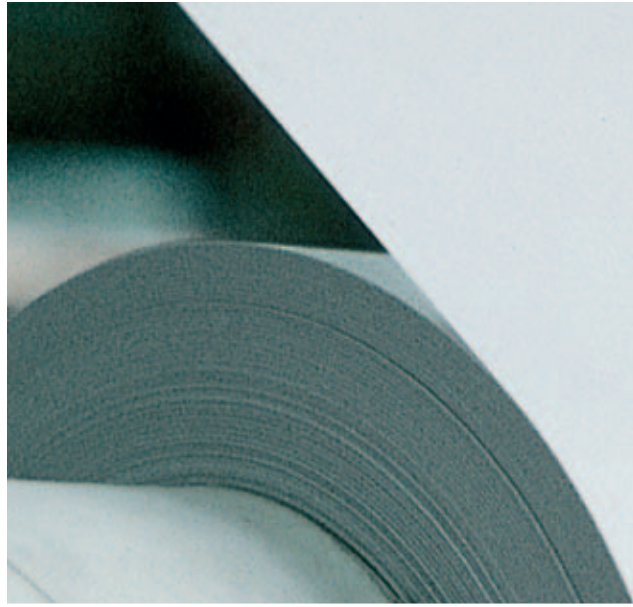
DEAR READERS:

Nowadays, all of us find our work dominated by deadlines and making certain they are kept. So much so, in fact, that there often seems hardly enough time to devote to the product whose punctual delivery is so important. At Ziegler Paper Mill, we believe that both are equally important – so it is no wonder that our entire staff are delighted that the major upgrading of our paper machine was completed in summer 2004 and that further funds have been made available for expanding our finishing plant in 2005 (winder and small-format sheet cutter). With these measures, the Ziegler family and Board of Directors are ensuring that you continue to receive our premium-quality products with the shortest possible delivery times. Much has changed at Ziegler Paper Mill since it was founded in 1861, but fortunately the strong, healthy and forward-looking attitude that has marked the company for all these years has remained unaltered. For once, “Ziegler’s best art & print work” focussed attention not on deadlines, but on the successful publications printed on our papers and on the people who create them. The awards were presented in the unique atmosphere and underpinned by evocative music of the AVO Session in Basel. This issue of Z-Info contains a report on the prize-giving

ceremony. We are already looking forward to lots of super new submissions for this year’s competition. Maybe from you, too? And maybe printed on our creative ecological FSC OffZETT W paper?

To ensure that good paper does not remain sitting on the shelf, it’s important that it is attractively packaged. You might have seen the lively new packaging for our Z-Laser Color at Paperworld in Frankfurt. We are pleased to announce that – following Germany, Greece, Italy, Spain and the UK – Z-Laser Color is now also available in Switzerland direct from stock from Antalis. You will find further details of Z-Laser Color, FSC, Paperworld and other interesting items under the familiar headings below. By the way, this issue of our newsletter was printed using the latest Staccato FM scan technology (= frequency modulated scanning). This technique ensures absolutely faithful printed reproductions of the original with excellent detail. Ink colours are more authentic and constant in their shade. Everything looks distinct and clear with Staccato: just as sharp and well-defined as a photograph. I wish you pleasant reading.

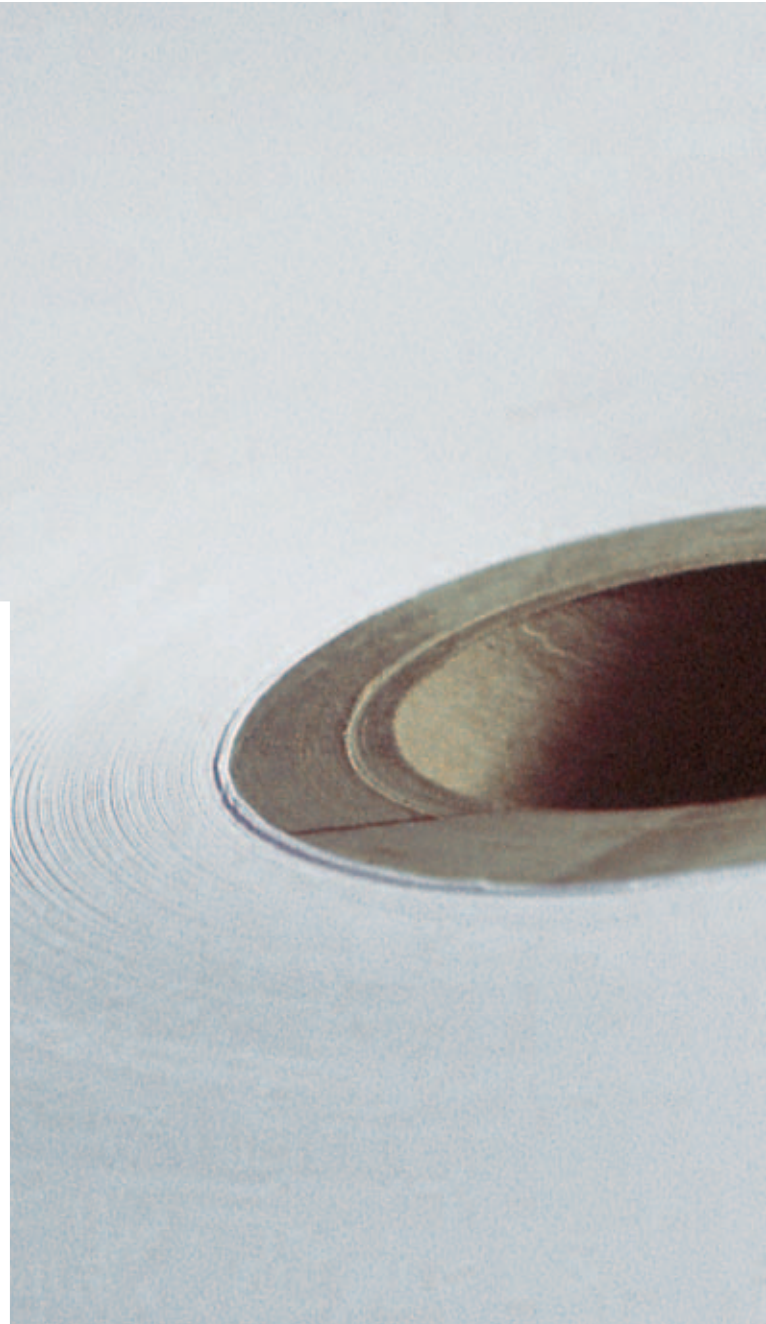
Mirjam Hunziker – mirjam.hunziker@zieglerpapier.com



CAD/OFFICE

Creative innovation: Z-Laser Color with new packaging design. This paper is a super-white, multifunctional colour laser and colour copier paper specially designed for today's modern toner printing technology. Its ultra-fine surface (satin finish) guarantees high resolution for printing large solid areas, while the high-level of whiteness ensures excellent contrast. Toner adhesion in general is outstanding and therefore in the folds, too. So why not try it out yourself? Just ask your Sales Office for a sample pack.

Unfortunately, since our paper machine was upgraded, we have been compelled to cease production of Z-Plot P translucent 56 g/m², since the increased speed made it impossible to guarantee the same deep level of opacity.



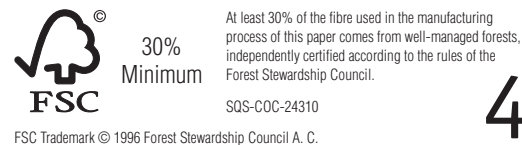
CORPORATE DESIGN

Now you can save even more time! Thanks to improvements in the surface treatment of our paper, we have succeeded in further reducing downtime for offset printing! This has been demonstrated by extensive testing performed by FOGRA in Munich together with four rival papers. The tests also show that our paper maintains a regular colour profile (image-control indicator) throughout the entire printing process, on both OS and SS, and needs no colour corrections to be made. For further information, please contact Ferdinand Dreier, Head of Quality Assurance, at ferdinand.dreier@zieglerpapier.com.

NATURAL DESIGN

FSC-COC certification! A good two months before the scheduled end of the planning phase at the close of 2004, Ziegler Paper Mill converted production of OffZETT W (80 - 400 g/m²) and CopyZETT W (80 and 90 g/m²) to conform with FSC-COC certification standards. The content of FSC fibres used here is at least 30%. (The last issue of Z-Info carried a comprehensive report on this.)

The use of FSC-certified pulp is nothing new at Ziegler Paper Mill. However, the relatively high content allowed by the FSC label, the quality of the long-fibred pulp that Ziegler demands and the tonnage required for paper manufacture all mean that it is essential to find the right suppliers. Ziegler Paper has managed to do all this and to ensure the correct formulation.



SPECIALTIES

Our double-sided clay coated release liner continues on the right track and is currently being used successfully first and foremost in Italy and the Far East. As the name Z-Release C1+2S suggests, its double-sided coating makes silicone coating possible on one or both sides – depending on requirements and the final application in question. Z-Release C1+2S has a wealth of uses in all the customary sectors, for example as backing paper for single or double-sided adhesive tape, for labels, for medical applications, etc. Manufacture on a modern paper machine with online-coater and online soft-compact calender has the benefit of ensuring an even, constant quality with optimum runnability during later processing.

Z-Release C1+2S is hallmarked by the following special properties

- low silicone consumption
- very good siliconizing properties
- very good blister resistance even when substrate temperature is high
- very good dimensional stability and lay-flat properties in all applications where paper is subject to extreme fluctuations in ambient climate
- very good reel quality

Combined with our own label papers, this produces a bond with excellent lay-flat properties –when used in a laser printer, for instance – because the two papers have the same properties thanks to being manufactured on the same paper machine. Z-Release C1+2S is available in the following base weights: 67, 80, 85, 90, 100, 110, 120 and

CUT-SIZE END FORMATS - ZIEGLER EXPANDS OFFERING

For some time now, we have been aware that more and more customers – primarily on the wholesale front – no longer want the job of cutting to size small formats (mainly A3+) on a guillotine themselves. The main reason for this is that it entails so much time-consuming work. Customers are quite rightly saying to themselves: “Why should I go to all this trouble!?” - and are ordering the final format they require direct from the manufacturer. In addition to this, laser printing technology is increasing the demand for cut-size sheet papers. At present, we cater for smaller cut-size formats as follows:

- For A4, we work together with a paper manufacturer who has an A4 sheet cutter.
- A3 and A3+, as well as small batches of A4, are cut to size on our own guillotine and then packaged either by hand or on an “old semi-automatic machine”. To cope with large volumes of cut-size sheet orders, we also have to call on the services of an outside finisher for A3/A3+ products and are frequently compelled to take on temporary staff.

At the middle of 2004, this situation led us to start looking for a more efficient and practical solution. Currently, we are at the evaluation stage. As what we need is not a standard sheet cutter, it is difficult to find the right equipment for the applications we require. Nevertheless, we are optimistic that we will be operating a suitable small-format sheet cutter ourselves by the end of 2005.



ZIEGLER PAPER AT PAPERWORLD 2005

More than 2700 exhibitors from 69 countries took part in Paperworld 2005 in Frankfurt am Main. Ziegler Paper attracted attention to the joint stand it shared with R. Rauch GmbH

(a German distributor of special papers) thanks to its “Red Tower” composed of new cut-size packages of its Z-Laser Color product. This paper – in A4-, A3- und A3+ formats – is available in Switzerland exclusively from the Antalis company.

Several new brochures sparked visitors’ interest and spurred their creative inspiration – for instance: “The Award. Inspirational Moments.”, “Food For Thought”, “Very British” and “We love Ziegler Paper.” These provided an idea of the wide and virtually unlimited range of applications afforded by our fine and specialty papers. Our up-dated leaflet “All Ziegler papers at a glance” presented an overview of our product palette while at the same time giving readers the opportunities to feel the finish of the papers, as well. The product information was rounded off by the new leaflet “Z-Laser Color”.

Once again, Paperworld 2005 provided an important meeting place for Ziegler Paper Mill to hold many useful discussions with distributors, key accounts, creative users and other interested parties from Europe and abroad at the start of the new business year.



The “Red Tower” made from new packaging for Z-Laser Color was the first thing that caught the eye of visitors to Ziegler Paper Mill’s stand at Paperworld 2005.

ZIEGLER'S BEST ART & PRINT WORK

Ziegler Paper is looking for professionals! For this reason, more than a year ago we launched "Ziegler's best art & print work", our international award for creative designers and printers. For the first time, we went in search of print and design professionals both at home and abroad who make use of our creative papers for their work with the aim of finding the best quality overall product in terms of design and production (art & print). **"The aim of the award is to showcase top-quality printing of outstanding design."**

Professionals from Austria, England, France, Holland and Switzerland sent in their entries: by the closing date in July, 111 submissions had reached us – exciting projects whose print quality and design were carefully assessed by the seven-strong international jury. Coming to a decision was not easy, yet a month later the team of experts had made up their minds: the Ziegler professionals had been chosen ...

On 11 November 2004, the time had come: some 80 printers, creative designers, agents, paper merchants and members of the jury assembled in the Swiss city of Basel for the announcement of the winners of "Ziegler's best art & print work 04". After getting to know one another at a get-together and on a tour of the Ziegler paper mill, the excitement amongst those present reached its high point at 6.30 p.m. exactly when the secret of who had won was finally revealed! **"Z-Cube is the symbol of this new award in the print and design sector."**

The agreeable atmosphere of the AVO Club combined the ambience of an elegant lounge with the exhilaration of Oscar night and gave the prize-giving event an intriguingly glamorous touch. In addition to their prize money, winners received the symbol of this new international award in the print and design sector: the "Z Cube", an attractive lamp especially created for the award by young Swiss designer Walter F. Allemann.

And the winner is...?! In the annual report category, second prize went to Holland for "The Best Dutch Book Designs 2003". Special prizes were also awarded to "A Guide to the Brand – The Yorkshire Dales" and "make me...", two works from England which exhibited both creativity and quality. In addition, paper merchants from England, Austria and Switzerland presented awards for a number of works printed on Ziegler paper. The high criteria laid down by the jury in the interests of maintaining the importance of the award meant that no first or third prizes could be awarded unanimously in the launch year.

The jury's decision contributes towards making the "Ziegler's best art & print work" award a prize that can readily bear comparison with other international competitions and that delivers what it promises in terms of quality. We are looking forward with anticipation to the 2005 Ziegler professionals!



art & 05 PRINT WORK

We are looking for print and design professionals once again in 2005. From the middle of March, we will be inviting you to send in your entries for "Ziegler's best art & print work 05". You can use the response card below to obtain details and an application form or visit us at www.zieglersbest.com. You are sure to be interested in the new features you will find ...



interactive Communication

ZIEGLER PAPER IS LOOKING FOR PROFESSIONALS

Take part in "Ziegler's best art & print work 05" and send off for details and the official application form.

Please send me full details of the competition.

.....
City, date

.....
Signature

ENVIRONMENTAL LABELS STRUGGLE FOR MARKET SHARE: FSC CURRENTLY LEADING PEFC

FSC is very popular in many countries. Banks, insurance companies and major distributors in particular are under pressure from consumer organisations and NGOs. FSC papers are produced from wood that comes wholly or partially from sustainable forests. The FSC label is competing with the PEFC label, which – with the exception of a few details – makes the same statement. The difference is that the PEFC label was initiated by industry and national trade associations. FSC is currently ahead in the race and seems set to maintain its lead. This is simply because consumers prefer to believe an independent non-profit organisation rather than

trust to the self-discipline of industry.

The good thing about labels of this sort is that they promote the use of wood from sustainable forests, thus preventing the uncontrolled exploitation of natural resources. The downside, however, is that they have very limited objectives and do not take account of the whole picture. In other words, the environment would be better served if all the world's industrial concerns complied with the ISO 14001 environmental management standard. This system compels manufacturers to carry out improvements that are relevant to the environment in all areas of their operations and not just in isolated spheres.

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