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2010

English

Z-INFO

ZIEGLER PAPER MILL

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ZIEGLER
P A P I E R

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DEAR READER

There is a future for family-run businesses!

In August 2009, my wife and I took over the ownership of Ziegler Paper Mill free of all debt and with its profit situation intact. This move ensures that the company, which will soon celebrate its 150th anniversary, remains in the hands of a family local to the region and continues to be actively run by its owners themselves. We consider it a great honour to maintain the course so successfully set over the past years by the Ziegler family under the far-sighted management of the cousins Bernhard and Urs Ziegler.

We are convinced that this business model, where the company's proprietors are actively involved in its management and whose work is evident to staff, customers and suppliers alike, was not merely correct in the past for the Grellingen-based paper mill with its rich tradition but will also prove the ideal choice in future and will give it a decisive edge vis-à-vis the competition. The current economic crisis, which was triggered by short-term thinking and action and which for the time being has destabilised our economic system, has also very clearly demonstrated the need for sustainable corporate management and has given fresh impetus to the family-run company as a management model.

The increasing concentration in our industry on a small number of large, international concerns has led to our small, lean company with its niche strategy successfully establishing itself with innovative products in a number of interesting areas of business on the international front as well. Partly as a result of technical constraints, larger manufacturers are unable or unwilling to operate in these niche areas or do so only to a limited degree. Ziegler Paper Mill is recognised as being a worldwide benchmark in the inkjet sector and in October 2009 launched a completely new product - Z-950 - that enjoys outstanding and unique properties.

We will continue to pursue the company's proven strategy with our premium "Ziegler" brand and the motto "Quality to inspire" and with a very deliberate focus on products that promise success for the future. While so doing, we will also attempt to discover and occupy further niche markets - both small and large - together with our customers and with the aid of modern methods of paper and surface technology. We also intend to continue our international orientation, without neglecting the Swiss market, and to refine this in a targeted manner.

My wife and I are looking forward to our new area of activity, which we have quite deliberately sought for ourselves. On the one hand, having our own company now gives us greater freedom to shape the course of business; on the other, we are mindful of the responsibility we have taken upon ourselves for the 182 members of our staff and are happy to fulfil all our obligations in this respect. Our educational background and training, our many years of industrial and management experience, some of which were spent in the related area of the chemicals sector, and our intact family history make us confident that we are well prepared for this move into the realm of ownership. We are finding our current induction and orientation into the company, with its motivated management and staff, its valued customers, agents, merchants and suppliers whom we have already had the pleasure of meeting, to be a very positive and most enriching experience for both of us.

Despite the difficult macroeconomic climate currently prevailing, we consider the outlook for the near future to be optimistic. It only remains necessary for us to act cautiously and to assign priorities correctly, but also to take advantage of appropriate opportunities whenever they present themselves.

Philipp Kuttler-Frey
CEO



■ ■ ■ ■ ■ CORPORATE DESIGN

The inkjet trend has now definitely reached Z-Bond Classic, too. Why is this so important both for us and for you as a customer? In the past, you were able to count on Z-Bond Classic as a universal product with a high level of name recognition. As a rule, the end customer of a print product is less interested in the printing process than in the end product, so it is constantly necessary for us to adapt our papers to new printing techniques. For this reason, we adapted Z-Bond Classic to toner-based systems many years ago, while ensuring that its existing suitability for offset printing remains unaffected. In recent years, we have brought a number of special inkjet papers on to the market, each of which is designed for a limited field of application. 2010, however, will see inkjet printing systems become available that are definitively targeted at the web offset market and which could replace the offset printing process. If you now number among those customers of ours who are changing their rotation printing from offset to inkjet, you will be wanting to continue using the same paper. The need is clear: in addition to its already very comprehensive set of properties,

Z-Bond Classic must also be suitable for use on inkjet printers. In our last issue of Z-Info, we informed you about Z-Bond RPI, which is ideal for use with pigmented inks. We intend to develop further in this direction and are thus keeping a close eye on the market. As a printer, you can count on us since we make use of the very latest technologies.

There is also interesting news of several other highlights in this product range. For example, we have been using a new pulp for the heavier weights of paper for the past few months. This gives a better surface finish which results in less dust being produced and we have improved scarring on the wire side in the heavier weights, as well.

■ ■ ■ ■ ■ NATURAL DESIGN

Our Z-Copy W and Z-Offset W qualities are deliberately left in their natural state and have a slightly yellowish hue. Customers require this shade to be maintained as constant as possible. Thanks to a variety of measures, we have succeeded in achieving just this. There is also a Swiss company that manufactures envelopes using Z-Offset W.



CAD/OFFICE

A new era has dawned. Our innovation in the realm of high-performance inkjet printing is starting to bear fruit. The Rainbow Project has now resulted in a standard paper in four different weights that rounds off the top end of the Ziegler inkjet programme. With our new “Z-950” quality, we have succeeded in developing a unique pigmented inkjet paper for high-performance inkjet printing applications. Products printed on “Z-950” display a unique level of brightness and excellent contrast. Transpromotional and direct mail applications are thus given a new look and hold their own with other printing processes in all respects. We have achieved a marked improvement with regard to ink show-through on the reverse side of the paper, a problem that has frequently given rise to complaint. This now makes it possible to use lighter weights of paper, which means lower postage costs or allows more advertising to be printed for the same final product weight. In addition, “Z-950” is also cheaper to print, since it has proved

possible to achieve significant savings in ink costs in comparison with other paper qualities. The “Z-950” line is available in 70, 80, 90 and 135 gsm. We are extremely gratified that we have managed to set a new benchmark in the inkjet market.

SPECIALTIES

Z-Release is a CCK paper that is used as a base paper for silicone coating. Z-Release C1+2S is currently available in weights of 90, 100 and 120 gsm. Its main areas of utilisation are in lamination for plotter film (lay flat), for tapes and for hygienic products such as bandages and adhesive plasters. As the coating on both sides is identical, the paper lies very smooth and flat and does not lose its shape. More and more customers are coming to appreciate this property. Our Z-Release C2S is available in 120 gsm and is siliconised on both sides by our customers, which makes it ideal as a process liner in the production of carbon-fibre boards (prepreg). This product, too, is meeting with great interest in the marketplace.

ZIEGLER - IN CONSTANT MOTION

Ziegler Paper Mill is continually exposed to social and economic change. In order to ensure that the brand remains in top shape for the future, it is undergoing a three-part fitness programme at the hands of an external brand specialist.


"We at Ziegler Paper Mill have a vision. We produce high-quality papers for the graphical industry and special papers for industrial further processing. As a small family-owned company competing against the big players in this industry, we need to be innovative in order to stay in business." Visitors will find these statements on our website under the "Philosophy" link. However, innovations only bring benefits when they are in step with the changes that are happening on the social and economic front and when they meet the requirements of our customers.

Seeing the broader picture.

Our full attention is always focussed squarely on our customers. The great advantage of papers from Ziegler Paper Mill lies in their high-standard of manufacture and first-rate processing properties. In order to ensure this success over the long term, it is a good idea to take a critical look at everything from time to time: to see whether the "Ziegler" brand has lost any of its power. This is the secret behind the success of most famous brands: they continually adapt to new trends and developments to ensure that their attraction and relevance are maintained undiminished.

A glance in the mirror.

To obtain the necessary critical distance from our everyday world, we have commissioned BSSM to carry out a thorough analysis of our situation. Headquartered in Basel, the company has many years of experience with the strategic positioning of products and services and their brands.



Systematic approach.

The brand principle developed by BSSM ensures clarity with respect to the current situation of the “Ziegler” brand in the marketplace. Using a powerful systematised approach, all relevant information is gathered and shaped in a dynamic strategic process. From this emerges a comprehensive picture that clarifies the current situation of Ziegler Paper Mill and also shows possible directions in which our future path might head. During times of financial tension, in particular, a clear strategic basis of this kind helps us to act efficiently and consistently and to maintain a strong position in the market.

Three major areas of activity.

The BSSM brand principle is divided into three stages. The first is concerned with basics and ensures clarity concerning the “Ziegler” brand by analysing the brand’s credibility, how clearly it is differentiated from the competition and how important it is

for our customers. The second stage sees the development of the individual elements which constitute the brand and which will in future hallmark the internal and external “Ziegler” identity. Finally, methods will be determined for building and managing the brand.

Fit for all future challenges.

The BSSM brand principle brings a wide variety of benefits for our company and the Ziegler brand. Ziegler Paper Mill continues to be unmistakable and to profit from its competitive advantages. The values to which the company is committed run through all our market and communications activities like a central theme. Our corporate image remains unique and our language powerful and constant. We will be able to spot any need for optimisation early on and will thus be able to ensure investments are used effectively.

SIHL+EIKA PAPER, SUMMER EVENT, 26.6.2009

Under expert supervision, participants first constructed their rafts before heading downstream on the River Reuss. After an exciting raft trip, the vessels were dragged out of the water and dismantled. When everyone was dressed in dry clothing once again, the more leisurely aspect of the day's entertainment began with a tasty barbecue on a nearby farm. After a pleasant time together and plenty of good conversation, it was then time for everyone to head back home.



PRINT'09 IN CHICAGO, 14. - 16.9.2009

This year's Print 09 in Chicago saw the first public outing of Ziegler Paper's unique new Z-950, which could be seen in use there live.

Océ staged two world debuts when it presented its Jet-Stream 1000 running Z-Plot 950. Subsequent further processing was performed on innovative equipment from Hunkeler AG. As a "slightly coated" specialty paper, Z-950 proved its compatibility with the latest printing methods and demonstrated its excellent qualities for 4-colour transpromotional printing and direct mail applications, with its high level of brightness guaranteeing first-class contrast and brilliant colours.

Z-950 gives Ziegler Paper Mill, as a manufacturer of premium-grade fine papers, a further advantage in the inkjet segment and allows it to offer customers its customary standard of outstanding quality for demanding print applications.

LABELXPO IN BRUSSELS, 21. - 25.9.2009

Ziegler Paper Mill showcased its premium-grade papers at the world's largest trade fair for the label industry in Brussels. This presentation met with a resoundingly positive echo. Particular interest was aroused by Ziegler's top-quality Z-Release, Z-Bond Classic 70 gsm and Z-Plot 450 56 gsm special papers. The large number of visitors to Labelexpo 2009 clearly shows





the considerable growth potential that exists in the realm of special papers. Ziegler Paper Mill will be presenting its products at Labelexpo in Brussels once again in 2011.

ZIEGLER'S BEST ART & PRINT WORK 2009 - PRIZE GIVING, 12.11.2009

Ensuring that a major event like the prize-giving ceremony for the Ziegler's best awards is a success demands the creativity and enthusiasm of many a fertile mind. So who is in the front line playing the lead role here? Is it the design and printing specialists? The organisers and the other parties responsible? In the words of Jan Sevenster, president of the Ziegler's best jury, it is the "best paper in the world" – Ziegler paper. Since the design prize was launched in 2004, the "Ziegler's best art & print work" award has proved to be a hit every year. And quite rightly so. The winner of this year's competition, in particular, a



print product from UD Print in Lucerne, eloquently demonstrated this yet again. The prize-winning work bears the intriguing title of "Geduld und Gorillas" (Patience and Gorillas). Thanks to the use of Z-Offset W, this book, which was published by the Lucerne University of Applied Sciences and Arts, offers an exquisite tactile experience and a feast for the eyes. Demanding in terms of printing techniques, the many illustrations it contains are shown to excellent effect on this creative paper from our "Natural Design" line.



The prize-giving ceremony was held on the evening of 12 November 2009 at the historic "Atlantis" club in Basel, following an entire day devoted to a suitable supporting programme for the award event. In addition to the first prize, the jury also awarded second and third prizes. Both of these, too, ensured that the star of the evening – paper from the Ziegler stable – gave a stand-out performance. Winner of the second prize was the printing firm of Köpfli + Partner from Neuenhof with a product entitled "Design und Design". This brochure for the "Design und Design 2008" furniture fair in Zurich was printed on Z-Offset and thus boasted an attractive white shade and agreeable volume. Third place went to "Time Space", printed by Rob Stolk Drukkerij and designed by the Silvestri brothers from Holland; this work was printed on Z-Bond Classic and thus exemplified the wide range of products produced by Ziegler Paper that are ideal for creative applications.

Also worthy of very special note is the trophy that the winners received – the award itself. This has a different design each year, but is always fashioned – how could it be otherwise? – in paper. The design of the award is selected from the winners of a design contest in which a number of different designs compete. This year, the design chosen for the award was by Sergio Diener, a student at the Punkt G design college in Zurich. His design is a soaring spiral of right-angled triangles. These,

**AGENDA:
ZIEGLER PAPER AT TRADE SHOWS**

IPEX, BIRMINGHAM (GB), 18.5. – 25.5.2010,
Hall 12, Stand C-118

DOXNET, BADEN-BADEN (D), 21.6. – 23.6.2010

explains Sergio Diener, symbolise the striving for perfection – an appropriate image for a prize to mark "Ziegler's best art & print work 2009"! Objectivity and professional competence in choosing the winners is assured by a first-rate jury of international experts. In 2009, its members were the following printing and design specialists: Jan Sevenster, Christina Mayer, Silke Leffler, Daniel Merkel and Karin Kammerlander. All of them bring a wealth of expertise and experience to evaluating both the artistic and technical criteria of print products. The jury assessed all the competition entries on 28 August 2009 in Grellingen and spent the entire day discussing the merits of the works submitted, which is yet a further indication of the high level of quality of the products entered for this year's competition.

Overall, it is safe to say that 2009 was an extremely successful year for "Ziegler's best art & print work". We can only look forward expectantly to the next round of this popular design competition with interest to see who the winners will be. One thing, however, is certain: the principal role will once again be played by the same star performer – the outstanding paper produced by the Ziegler mill.

Ziegler's best art & print work 2010. Details of the competition and entry forms can be obtained from: susanne.imber@zieglerpapier.com or from your paper merchant. Why don't you have a go, too!



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