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## Sappi communicates sustainable print on street pole ads

04 November 2009

Johannesburg, 30 October 2009 - Despite the rise of electronic media, the use of paper is increasing throughout the world. Paper plays an important role in promoting growth and development. The tactile nature of paper ensures that it remains relevant in any marketing mix. Consumers are afforded an opportunity to engage with the medium in a more personal way. Paper also helps to stimulate growth in literacy, a driver of change and development.

As a major paper and pulp manufacturer, Sappi focuses on eco-efficiency throughout their operations and as a global leader, believes in matching their performance to their commitment. Sappi offers products that meet the needs of environmentally conscious consumers, driving satisfaction through technology and innovation in an environment where corporate companies are becoming more environmentally concerned about their paper consumption.

Sappi has been an industry leader and on the forefront of sustainable manufacturing practices promoting the recovery and use of recycled fibre. The wood fibre used in production is not procured from endangered forests, but rather from certified and well managed forests. Wood products and the wood fibre in paper store carbon throughout their lifetime and can be recycled or burnt for renewable energy generation.

The introduction of product ranges such as Triple Green and Typek 50% recycled demonstrates the efforts made to provide consumers with sound environmental choices, without any compromise on quality. More businesses require alternatives that will enhance their own sustainability efforts. By meeting this need and by establishing business portfolio's and supply chain relationships to match, Sappi is differentiating their products and expanding their competitive advantage entrenching customer loyalty and enhancing their brands.

Their sustainability charter with three pillars, people, planet and prosperity at its core, provides the ideal platform to communicate key factors pertaining to engaging with stakeholders, partnering with communities and ensuring a sustainable future position. This means in essence that development meets the needs of the present without compromising the ability of future generations to meet their own needs.

To communicate the company's positioning, a new campaign with street pole ads was designed to increase Sappi's visibility and establish awareness around the brand. Through the use of alternative media the value of paper is augmented to promote sustainability and encourage the use of environmental paper products produced by Sappi for communications. With this campaign the consumer is enticed to think not only about paper, but also its origin and the choices available to them. It entrenches and cements the Sappi brand at the top of mind.

The image used in the ads was carefully selected to depict the values of respect, care and nurturing. It shows that Sappi is a concerned corporate citizen but relates to the heritage surrounding the brand. The minimalistic use of white space combined with the corporate blue and white colours, effectively draws attention to the copy used.

These street pole ads have been placed on major routes and traffic hot spots around Johannesburg to create impact.

### About Sappi

Sappi is a leading global, producer of coated fine paper, as well as of speciality packaging, label and release papers. Its South African paper brands include locally produced Triple Green Print, Web and Label, Typek as well as text and cover grades, Enigma, Sovereign Select, China Embossed and Reviva Plus, which are specified by customers worldwide for high quality publishing, promotional and packaging applications

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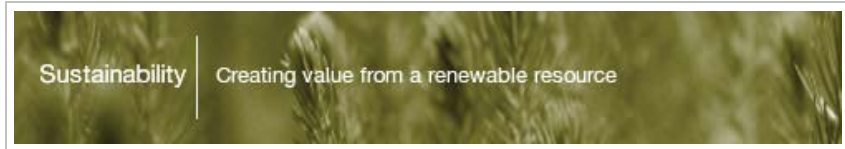
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