

Sappi North America Launches Groundbreaking Retrospective Collection, The Reflected Works, at HOW Design Live

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BOSTON -- (April 30, 2018) -- [Sappi North America](#), a leading producer and global supplier of diversified paper and packaging products, today announced a new addition to [The Reflected Works](#), an educational collection showcasing the creative marketing campaigns of S.D. Warren Company, which Sappi Limited acquired in 1994.

The collection originally consisted of three printed booklets and online archives, each showcasing a different area of marketing expertise, and was recently expanded to include additional work from notable designer W.A. Dwiggin. The collection demonstrates Sappi's creative leadership since 1854 as the S.D. Warren Company. Featuring various S.D. Warren advertisements, educational pieces and promotions from 1910 – 1969, the series provides a comprehensive look at how the industry has changed over the past century, as well as how it has stayed the same.

"A few years ago as a result of a move, I was going through the physical archives of past S.D. Warren advertising in our headquarters' basement. The amount of history we stumbled upon both surprised and excited me, and I knew we had to do something with it," said Patti Groh, Director of Marketing Communications, Sappi North America. "Sappi is proud to be a global leader in the paper industry, and will continue to place importance on not only creating products of the highest-quality, but also providing educational resources to our industry peers, printers, designers and corporate marketers. The paper industry is alive and well, and we think projects like The Reflected Works exemplify the important role it plays in our society."

The complete collection and archive can be found on [Sappi Etc.](#), the online home for Sappi's educational resources. The original three booklets provide insights into:

Advertising: S.D. Warren and Sappi's own advertisements have appeared in national newspapers and respected trade publications for over 100 years. As demonstrated in the booklet, the company understands

that advertising is about creating memorable experiences through impactful materials, and has continued to enable its customers to create content that sells products.

Education: The first edition of the Warren Standard was printed and released in 1924. The Warren Standard series educated stakeholders and industry peers on various aspect of the paper making process, enabling them to make the right choices when it came to printing processes and more. Today, Sappi has restored the Standard, with the help of renowned graphic artist Kit Hinrichs, with a six-book series for printers and designers.

Promotion: The ultimate goal of any marketing initiative is positive promotion. The importance of merging image, press, printing technique and paper grade is highlighted in the third booklet using S.D. Warren materials dating back to 1910.

The new and fourth addition to The Reflected Works focuses on famed designer, W.A. Dwiggins. Dwiggins was said to have coined the term 'graphic designer' in 1922 and was among the most influential and innovative designers of the 20th century. He designed for S.D Warren for decades including several issues of the Warren Standard. Sappi worked closely on the Dwiggins booklet of The Reflected Works with author Bruce Kennett, who authored a biography and anthology of work on Dwiggins titled, "W. A. Dwiggins: A Life in Design."

"Marketing and advertising have changed drastically since 1910, but the importance of paper remains. In recent years, brands have struggled to find the right balance between the numerous media available to them. However, we've always believed in, and now science shows, print's unique ability to help consumers notice, understand and remember content," added Groh.

The Reflected Works was created by Sappi North America with help from 50,000feet and Classic Color.

Bruce Kennett will be presenting "W. A. Dwiggins: A Life in Design" during HOW Design Live in Boston on Thursday, May 3. To launch the collection and his book, Bruce will join Sappi's Print and Creative Manager, Daniel Dejan, for a Facebook Live Q-and-A on May 1 at 10:30 a.m. ET on Sappi's Facebook Page.

To browse the entire collection and archive digitally, please visit: <https://www.sappi.com/reflected-works>. For a printed copy, stop by Sappi's booth at HOW Design Live or contact your local Sappi salesperson.

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About Sappi North America

Sappi North America, headquartered in Boston, is a market leader in converting wood fiber into superior products that customers demand worldwide. The success of our four diversified businesses – high quality Coated Printing Papers, Specialised Cellulose, Release Papers and Specialty Packaging – is driven by strong customer relationships, best-in-class people and advantaged assets, products and services. Our high quality **Coated Printing Papers**, including McCoy, Opus, Somerset and Flo, are the key platform for premium magazines, catalogs, books and high-end print advertising. We are a leading manufacturer of **Specialised**

Cellulose used in a wide range of products, including textile fibers and household goods, and one of the world's leading suppliers of **Release Papers** with our Ultracast, PolyEX, Classics and Neoterix lines for the automotive, fashion and engineered films industries. Our **Specialty Packaging** products, such as LusterPrint and LusterCote, represent an important asset in the food packaging and labeling industries. Customers rely on Sappi for high technical, operational and market expertise; products and services delivered with consistently high quality and reliability; and, state-of-the-art and cost-competitive assets and innovative spirit.

Sappi North America is a subsidiary of Sappi Limited (JSE), a global company headquartered in Johannesburg, South Africa, with more than 12,000 employees and manufacturing operations on three continents in seven countries and customers in over 150 countries around the world. Learn more about Sappi at: www.sappi.com.

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