



MEDIA RELEASE

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New Papers Are Clean And White, Not Green.

Not so long ago, environmentally friendly paper looked more like a brown paper bag, than a paper you would be comfortable using to promote your company's image or product. Despite this, many businesses compromised their standards in order to appear more environmentally friendly.

Speaking about the old papers, David Peck, Managing Director of Sprinta Print said that companies fell into the trap of being politically correct and settling for second best in order to appear to be environmentally responsible. The truth is, it was really a false economy. Trying to get inks to behave on old, supposedly an environmentally friendly paper stock was a nightmare. With some papers, we would waste more paper than we used, just to get the colours and the saturation correct. That is not at all environmentally friendly or responsible.

"Sprinta Print set about sourcing papers that were environmentally responsible with a huge proviso that they meet the real needs of the business community. We wanted quality papers that looked white not a dull brown or green, that were stable and held the colour properly," David said.

"Sourcing these papers is not just about looks and the feel. We wanted papers that came from sustainable resources, used best practice production methods, and didn't cost a fortune. Its pointless having the most environmentally responsible papers, if no one can afford to use them, David added.

It took David and his team a while to find the papers they were looking for, and to test them on their machines, but now, in keeping with the company's philosophy of producing the most environmentally responsible printing in Tasmania, they have achieved their goal.

"The papers we use today are as environmentally responsible as you can get, and they satisfy the needs of our predominantly business sector clients. Looking at the paper, even studying the paper, you couldn't tell the difference between our environmentally responsible paper and the worst traditionally manufactured paper on the market," David said.

For further details, photo opportunities and interviews, please contact David Peck on (03) 6334 3577.