

Press Release

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STARTS

Seminar success for Denmaur at Publishing Expo 08

Denmaur Papers Plc, the UK's leading independent paper merchant group was delighted to have exhibited and sponsored the four paper seminars at this year's Publishing Expo 2008, held at Olympia in London recently. There was no doubt that the environmental theme proved a most popular subject matter, and the speakers' messages were appreciated by the publishing audience.

The Denmaur Papers 'Virgin and Recycled' stand portrayed the natural and urban forest, signifying that the environmental answer for paper supply is both sustainability and appropriate use of fibre and energy. Publishers took away their spruce seedlings stand gift in large numbers; the uptake was particularly noticeable on the afternoon of Valentines Day! The seedlings were kindly co-sponsored by Finnish paper producer UPM.

Seminar 1

John Sanderson, Director, Regional Environmental Affairs (UK) UPM told the publishing audience not to get "hung up about which forest certification scheme, when 93% of the World's Forests remain uncertified." He also informed the audience that virgin woodfree fibre was the most energy efficient pulping process and therefore recycled fibre should replace or supplement mechanical fibre where demographics allow. Sanderson coined the phrase, "Down cycling, not recycling." By this he meant post-consumer fibre should be cycled down into lower grade products which would have traditionally used mechanical fibre.

David Lucas, Managing Director of SCA Graphics, presented statistics provided by The Waste Resources Action Programme (WRAP) indicating that the paper recycling in the UK favoured well when compared with other materials such as plastics and glass. However, he also was keen to point out that whilst our collection rates were rising, those in the UK paper industry had been declining at the same time, and we are now exporting half of our recycled paper waste, over 4m tonnes - mostly to china!

Lastly, Sanderson finished the session by providing a case study on UPM Shotton's Newsprint plant which gave publishers a direct understanding of how a modern recycled plant functions in the UK. From how they sought to educate the local public to separate their waste paper, to finding a practical use for all the tonnes of dried ink that was previously deemed a waste product, and the benefits of their new super efficient carbon reducing bio-mass power plant.

Seminar 2

SCA's David Lucas started off proceedings explaining that the Forest Stewardship Council (FSC) certification scheme works well for SCA in Sweden. He provided the audience with a visual demonstration to grasp the sheer scale of their forestry, some 2.6m hectares in the north of Sweden, which compared with a good proportion of the size of England. Lucas was keen to promote the fact that SCA's forest land is not just a timber resource, and that they were also open for the indigenous people to use as grazing as they have done traditionally over millennia. Erkki Peltonen, Group Director of Sustainability, Myllykoski Corporation equally explained that his group used both FSC and PEFC and that the latter certification works best in Finland, where they have a large number of small holders who own their forest land. Both speakers provided the audience with an insight into how their respective groups viewed certification and energy use and were equally keen to promote sustainability as their corporate goal. Erkki asked the publishers to look at the 'whole value chain' and not just one specific issue and not to forget that forestry provided a 'carbon sink' in respect of the concerns of CO2 and climate change.

Haymarket's Group Production Director, Chris King, finished the session with a publisher view on the environmental issues and provided the audience with illustration of the company's own carbon footprint and that of a typical magazine. He quoted the Stern Report saying he believed human activity was contributing to global warming and with £10 million paper expenditure; it was part of his production team's objectives to target ways of minimising energy use. Apart from an intention to increase recycled content in their papers over time, from 6.5% in 2008 to a target figure of 12% in 2010, he also announced that all paper qualities used by Haymarket would be either FSC or PEFC certified by August this year. Chris's outlook is that paper products will carry some kind of a carbon rating logo in the future by working in conjunction with The Carbon Trust.

Seminar 3.

Vitesse Media's Business Development Director, Technology, Tim Langford provided a case study of his experience of co-founding a two title business at his previous company, Infocomony. He made clear that whilst he was concentrating on publishing, it was important that he had trust and confidence in both printer and paper suppliers to be looking out for his interests and only involving him at critical times. Tim stressed the importance of splitting the function of print and paper, especially for a start up business that needs as much help as possible. He offered up the STEAK principle - Support, Trust, Efficiency, Advice and Knowledge, as an essential footprint to establishing a good working relationship with your supplier. Interestingly for Infoconomy, the paper quality became part of the magazine brand and it dawned on him recently that whilst others had suffered with inconsistent paper qualities during the testing times of the Finnish Strike, his publication maintained the standard and image.

Ex-publisher, turned Mergers and Acquisition specialist, Mark Eisenstadt, gave his views on paper buying from early days at VNU and Reed Business to when he ran his own business and indeed today, when he has the 'privilege' of looking at his publishing clients businesses. The Fusion Corporate Partner said his attitude and recommendation to smaller publishing companies was to establish a healthy relationship with a specialist publishing paper supplier, leave them to do the work, provide information and encourage pro-activity to maximise the best alternative paper solutions. Mark was unequivocal about splitting paper and print - it is a natural thing to do for an entrepreneur interested in generating profit. Echoing Tim Langford's comment that getting good rapport with a specialist supplier, brings in knowledge and consistency and more importantly gives the publisher a direct method of monitoring costs and quality.

The session was wrapped up by Denmaur's Sales Director, Julian Townsend, who warned the audience of the changing times with paper mill groups' capacity reducing and supply tightening, revealing alarming statistics such as across Europe and the USA in excess of 1m tonnes of publication paper grades has been removed from the market. Julian was pushed for time but was able to elaborate on the function of paper management service for publishers and additionally how chain of custody can be properly audited through a paper management system such as Denmaur's Tops2 system.

Seminar 4

Denmaur's Marketing Director Peter Sommerville set himself a question of whether it was possible to put the environment first, without affecting cost. The question necessitated a re-cap of environmental issues raised by the previous day's experts, before saying it was possible. However, there was rather sizable but, and the answers has to be very much dependent on the papers currently being used and environmental criteria chosen. Peter warned publishers not to narrow their objectives too hastily, like championing one of the Forest Certifications or choosing a recycled option when virgin qualities were more appropriate. A number of the new recycled coated qualities are being manufactured by the smaller production plants and if recycled paper becomes over-hyped, this will result in higher prices and availability issues - citing the total chlorine free example of 1980's. He also warned publishers of the cost of the heavily merchant branded recycled qualities!

Group Circulation and Production Manager , Christina Hallett, followed with a well received case study of how Faversham House Group have moved from virgin part mechanical and woodfree qualities to 100% recycled coated products over the past 18 months. Five out of 12 titles that Faversham House publish are in the environment market but Christina was keen to point out that the board of Directors and the staff wanted to show leadership to other publishers and decided to demonstrate their responsibility by moving all of their titles onto recycle qualities. Faversham initially had invited WRAP to visit them to discuss the issues of recycling and then made the company commitment to using recycled paper qualities along with other environmental decisions such as moving from polywrap to Oxo biodegradable substitutes. The appreciative publishing audience, who were furiously making notes, were

left with no illusions that by working closely with the paper supplier and also having the printers committed to the project were absolutely vital for making such an exercise successful for a publisher such as Faversham. Christina was forceful in saying that you should not be frightened to experiment but test, test and test again before going forward with final decisions. In addition, the project has to be considered as always 'moving forward' and it was important that publishers should be 'continuing to review and deliver best product'. This concluded the seminars, which had been a resounding success, not only in subject matter, but in speakers and attendees.

ENDS

Notes to editors.

1. If you have any queries please contact Andy Scott (07770 520484) or Vince Collins (07977 178772) at Collins Scott Marketing.
2. For more information on Collins Scott Marketing's services, visit www.collinsscott.com, or email info@collinsscott.com
3. Denmaur Papers Plc was formed in 1983. The UK-based independent paper merchant group sells over 135,000 metric tonnes of paper per annum, and has a group turnover of over £73m.

