



## Paper Seminars Expo 2009

Denmaur Independent Papers was delighted to have exhibited and sponsored the paper seminars again at Publishing Expo 2009. The 'Virgin and Recycled' stand portrayed environmental issues with the clear message that paper is sustainable and recyclable - with a particular focus on energy reduction and appropriate sourcing of raw materials. Visitors to the stand were welcomed to discuss all matters paper and received their Denmaur Independent Times 'bag for life' gift for their trouble, which was kindly co-sponsored by UPM.

The theme of the seminars was environmental and economic. The aim being to not only reflect on the challenges publishers are experiencing with rising paper costs and demanding trading conditions, but also to highlight the environmental issues of the day and the future.

Denmaur Marketing Director, Peter Sommerville, started proceedings by reflecting briefly on the economic conditions and environmental concerns, and frustrations that publishers have been experiencing with "chain of custody" practices and recycled paper supply. He spoke of the likely solutions publishers could consider to counter the rising paper costs and ended on the environment, suggesting a holistic approach was more important rather than getting stuck on single issues. Publishers will undoubtedly be 'using less' paper and reducing waste, by making expenditure on paper go further. All in keeping with Denmaur's theme from both Expos namely the 'appropriate use of energy and resources'.

This was followed by a tour de force presentation from John Sanderson, UPM, Director, Regional Environmental Affairs (UK). John provided a fascinating insight into the current and future environmental and economic outlook for pulp and paper manufacturers. He suggested that the larger paper groups might now be considered as energy **providers** with their development of sustainable non fossil fuel power sources. As for the question of whether the environment would be sidelined with the impending economic recession, John likened the situation to the waves of the ocean and suggesting whilst there will always be peaks and troughs in the economy, but the environmental tide is unrelenting. As always John got the audience thinking about energy issues and sustainability leaving the attentive publishers, who are of course also domestic users of energy, with his view that within the next decade or so that we will be subjected to 'Smart meters' measuring all household electrical equipment. He suggested that this will have a

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more profound effect on attitudes to energy use than any lobbying from NGO's or the government.

The second seminar struck a cord with publishers concerned about the rising costs of paper. Julian Townsend, Denmaur Sales Director, served up, a short and to the point, analysis of the inflationary paper costs that publishers are experiencing presently. Referring to currency issues, industry consolidation and supply and demand balances; Julian followed up with an in depth appraisal of what publishers could do to counter cost rises when facing falling ad revenue and circulation under fire. He proposed that publishers will need to consider all possible options in order to ensure that they are best placed to ride out the current and anticipated economic difficulties. Julian ended his presentation asking the publishing audience **how radical can you go?** He said they will surely need to consider all of the following factors to remain competitive and thrive!

- |                     |                          |
|---------------------|--------------------------|
| 1. Paper Type?      | 5. Format Trim Size?     |
| 2. Paper Weight?    | 6. Paper Format?         |
| 3. Silk/Matt Paper? | 7. Print Method & Waste? |
| 4. Bulky Paper?     | 8. Section Breaks?       |

Richard Hunt (Manufacturing Director EMAP), followed suit with an in-keeping case study on how EMAP intend to ride out the economic storm by taking the rationalising of paper and print to an all together new level. Richard began by explaining about the changes since the consumer titles were sold off to Bauer and the paper and print buying department along with it. He went onto talk about how he reviewed their print and paper purchasing since the great change and what needed to be done now to deal with rising costs and reducing revenue. Talking about pursuing a '**Perfect World**' thinking approach, Richard elaborated on how he and colleagues have come up with radical solutions for unprecedented times. Publishers were interested to learn that EMAP have now opted for standardised papers and formats along with batch printing to improve efficiencies and reduce waste. This entailed the whole company embracing change by adapting to new print and circulation dates to accommodate the new batch printing process.

Despite running out of time on the first day for Q & A, Denmaur have subsequently received some interesting questions concerning illegal logging and chain of custody issues that we have been to happy answer. Fortunately, the second day ran to time and as a result the panel enjoyed some rapid fire questions and answers, which included:

- i. *"What are the likely savings of dropping from a 90 gsm stock to an 80 gsm on a typical 5/10k run of B2B A4 format magazine?"*
- ii. *"Is it right that pulp from Brazil should be shipped to places like Finland to satisfy the UK demand for FSC chain of custody?"*
- iii. *"What are the commercial merits and availability of recycled paper for use in the magazine market?"*

Thus demonstrating that we had not only managed to avoid sending our audience to sleep but had actually stimulated some real interest!

PS 8<sup>th</sup> March 2009