



# the Denmaur Independent Times

Vol 3 Issue 7 December 2009

## Dear Customer, Suppliers and Trade Friends

### Christmas Cheer - In a Most Interesting Year!

In a world full of challenges, I hope that *the Denmaur Independent Times* gives you something to be cheerful about.

Since starting my own business nearly 30 years ago, I have not seen as many challenges, or changes in one 12 month period. Fortunately I am able to report Denmaur Independent is alive, well and still kicking. Publishing and print have had to put up with large falls in advertising revenues, a drop in discretionary spending and continued desertion to the internet.

Really not a pleasant environment to sell paper into, yet somehow our volumes are up slightly on the previous year. How can this be? Perhaps customer service and good advice still have a part to play in our increasingly homogenised world. Many mills are closing UK offices and centralising numerous departments outside the UK. Some of you will recall my earlier rants on the slow drip destruction of the UK paper industry. Who suffers? - primarily the customers, as our industry and its knowledge and skill base deteriorates rapidly. Well, we hope to

buck the trend and give our customers good service, good advice and value for money. Whilst young men do not often take notice of their Dad's advice, my youngest son, David, must believe just a little bit as he has recently joined Denmaur Independent as a Trainee Sales Representative. They say you have to be cruel to be kind - I only hope he enjoys his time in the industry as much as his misfit father.

I am constantly inspired by the way people reinvent themselves and their business models to fight another day. This underlying British Dunkirk spirit also came to light recently in relation to the serious flooding in Cumbria.

I have recently heard tales of some large merchants almost adopting a call centre approach to their business - the small consolation is that to date they are at least still based in the UK.

It is interesting that a slow down in work volumes can sometimes lead to some people's creative talent coming to the fore. This was evident in one of Denmaur's long term clients producing a book entitled *Wild in the City*. It is about nature (not that sort!) in the Putney, Barnes and Richmond area and I compliment Andrew

Wilson on a fine testament to the power of printed words and illustrations. If you have friends or relatives in these areas it really would make a nice Christmas present.

As we look forward to 2010 with some fear and trepidation, all guessing whether it is to be a V, a W or an L shaped recession, I am sure 2010 will at least be "interesting" and let's all hope for the right reasons. On behalf of us all at Denmaur, we wish you a very Happy Christmas and hopefully a more prosperous New Year. Please join me in sparing a moment's thought and if possible a few pennies for those who are less fortunate than ourselves. Most importantly of all, keep smiling!

Mike Gee



### Christmas, New Year Opening Hours

December 24th	Half-day
December 25th	Closed
December 26th/27th	Closed
December 28th, 29th, 30th	Open
December 31st	Half-day
January 1st	Closed
January 2nd/3rd	Closed
January 4th	Business as usual

*Happy Christmas to you all!*

### Life at Alderley Edge!

Despite the sales office being established in an exceptionally tough market, Jean Stanley and Andrew Livesey say "although it's now been twelve months, it's flashed past!" The team that includes Paul Jackson and Nicky McManus are experienced people with a huge amount of valu-



able know-how, and prepared to go the extra mile. Recently Denmaur's excellent paper management system was key in helping secure this year's contract for the supply of paper for BBC magazine covers - continuing the long association with this prestigious account. Contact Denmaur (Alderley Edge sales): 01625 583996

## NEWS-BITESNEWS-BITESNEWS-BITES

■ **Essential Production** Roger Gibbens is a man with a production provenance as long as a proverbial Chinese laundry list. Highbury and Reed Production professional, he has started his new business *the running man print and production services*. Expert management, advice, design and production through to fulfilment services. Expert staff training for all print and production requirements. Roger Gibbens 01737 213724 [www.therunningman-pm.co.uk](http://www.therunningman-pm.co.uk)

■ **The Holy Grail of Reads** Why not stimulate one's olfactory receptors with a good old book. Aged books smell like grass, with a tinge of acidity and a hint of vanilla. Scientists can tell the condition of a book from its odour, by measuring its degradation on the basis of its aroma. Matija Strlic, a chemist at University College London, and lead author of the study, noted that the well-known musty smell of an old book, as readers leaf through the

pages, is the result of hundreds of so-called volatile organic compounds (VOCs) released into the air from the paper. "It is the result of the several hundred VOCs off-gassing from paper and the object in general. "A result of degradation pathways and is dependent on the original composition of the object including paper substrate, applied media, and binding." A non-destructive "sniff" test could help libraries and museums preserve a range of prized rapidly degrading objects due to advancing age.

■ **Euro paper producers** applauded by CEPI. The European Paper Confederation's Sustainability Report highlights a 42% decrease in CO2 emissions. The paper industry was the only industrial sector to reduce emissions under the EU Emissions Trading System in 2008 vs 2007. It also showed a recycling rate increase to 66.6%, higher than the target set for 2010.

### David Gee

Following both his self declared 'misfit' father Mike and uncle Nick, David Gee is keeping it in-the-family, so to speak, and developing a career in the paper trade. He's currently training to be a sales executive and



right now is gaining invaluable on-the-job sales experience and product knowledge working alongside Denmaur paper pro Martin Wheeler in the Sittingbourne sales office. Contact David on 01795 426775

### Amadeus, Amadeus, Amadeus!

The new *Amadeus* swatch book highlights the excellent characteristics and sound environmental cre-



dentials of this triple coated quality manufactured in both Silk and Gloss finishes. The product carries the PEFC chain of custody with the majority of fibre sourced within 100 km of the mill's location in the forested Ardennes region of Belgium. For more details, including availability of mock up dummies, contact [paper@denmaur.com](mailto:paper@denmaur.com).





# Denmaur @ mediaPro - Environmental Paper Seminars 2009



Three Towers design concept was the product of Denmaur's marketing department and brings together environmental management and sales into one entertaining and informative package.



## DENMAUR LAUNCHES ITS THREE TOWERS STAND & ECO SEMINAR @ MEDIAPRO EXHIBITION LONDON!

After Denmaur Independent's earlier successes at Expo 2008 and 2009, the company has supported **mediaPro's** first cross-media show/exhibition held at Old Billingsgate in London. It's an important exhibition and conference event representing a broad range of issues confronting the whole industry and recognising the importance printed media and marketing communications hold in the world of evolving technologies where digital and print converge, delivering content in whichever media is required.

With the broad audience of print and paper professionals attending mediaPro09, this was the ideal opportunity for Denmaur to promote its three main stock paper brands to designers, buyers and specifiers. A portal was achieved by creating a three-tower theme on the Denmaur stand; probably the tallest stand at the show. Each tower promoted a stock paper that featured related promotional gifts and prizes.

The serious point being that companies will need continually to develop their 'corporate social responsibility policies' in preparation for the demanding supply chain accountability that will increase with climate change legis-

lation. Marketing director and seminar moderator, Peter Sommerville, considered it timely to showcase the environmental credentials of Denmaur's stock papers to meet these demands.

Making this fun, visitors to the stand were invited to answer three questions relating to the environment, and paper product choices. With it the opportunity to win one of the three hampers stuffed with fine produce from the countries of mill origin, representing *Amadeus Triple Coated*, *Amadeus 50% Recycled Coated* and *UPM Fine Uncoated*. Managing Director, Mike Gee, announced the lucky winners as names were pulled from the hat!

**Seminar Team (L/H) Guest Speaker:** John Sanderson, Director Global Environmental Market Support - UPM Kymmene. (Middle) **Moderator:** Peter Sommerville, Marketing Director, Denmaur Independent Papers Ltd. (R/H) **Speaker:** Julian Townsend, Sales Director, Denmaur Independent Papers Ltd..





## It's Show Time! 'No Co2, No paper, No print, No comment!'



One of the show's highlights was Denmaur Independent's sponsored paper seminar held at the Kodak Theatre fittingly called 'No Co2, No paper, No print, No comment!' With increasing interest in emerging e-media, it was time to promote the positive aspects of the paper industry and also to give buyers and specifiers an inside track on where cost and environment go hand-in-hand.

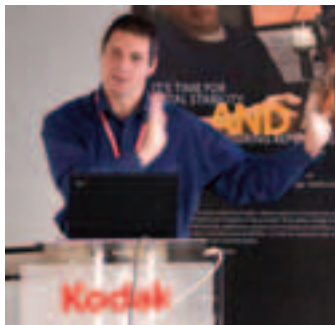
### Peter Sommerville

As well as 'No Co2' threads, seminar moderator Peter Sommerville outlined that this would be a green wash free seminar, from forestry through to manufacture and establishing the fundamentals of what constitutes an environmentally sound paper. He said it would cover practical environmental and economic tips for paper users, specifiers and designers when considering their paper supply. With 50% of greenhouse gases coming from Co2 we know industry needs to curtail its effects on climate change. But there are no simple answers. To start proceedings Sommerville pointed out that Lord Stern had highlighted the previous week that methane was 24 times more potent than Co2, as greenhouse gas and newspapers had run with the concept of all of us becoming vegetarians overnight to avoid breeding flatulent cows! He then introduced paper-industry experts, Julian Townsend and John Sanderson to take the audience through a forward-looking perspective into buying efficiently and how to keep well away from environmental pitfalls.

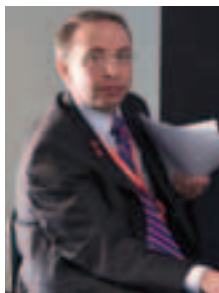
### John Sanderson

Speaker John Sanderson - Director Global Environmental Market Support UPM - Kymmene talked through sustainability issues, manufacturing processes and energy resources, stating that paper is renewable, recyclable and powered by bio energy.

Sanderson covered all the issues, pointing out, when it came to sustainability, deforestation is generally occurring in the tropics and for a variety of reasons; either for agriculture or for domestic fuel requirements, which between them account for almost half of the trees cut down worldwide. This contrasts with European forestry which is



growing by the equivalent of 4363 football pitches a day. The audience was asked to really consider paper pro-



duction as part of the wider sustainable forest products industry with 26% of wood used in the paper productions coming from saw mills, construction and furniture industries. Additionally 50% of round wood used in European paper comes from thinnings, a practise that keeps the forests healthy. Energy used in pulp and paper production can often be from bio energy, including energy from forestry waste and mill waste.

He suggested clients can now take more of a holistic view to cover all aspects of the supply chain (i.e rather than just concentrate on FSC, PEFC or Recycled). This can be achieved through



the EU Eco labelling system which covers sustainability, production efficiency, energy and emissions. Undoubtedly the pulp and paper industry is a high user of energy and there are massive challenges ahead. The industry is already on a reduced energy and emission path to meet climate change targets.

### Some Key Statistics (1990 baseline)

The European paper industry has decreased fossil Co2 emissions per tonne of paper by 29%. A 16% reduction in electricity consumption.

Efficiency: 96% of paper mills electricity & steam generated by using combined heat and power technology.

Renewables: 50% of the energy used by the European pulp and paper industry derived from biomass fuels (Co2 neutral). Recycling: 60% of paper in Europe is made from recycled fibre.

He concluded his presentation with the thought provoking view that 'if paper was invented today, it would be regarded as a great environmental innovation!'

### Julian Townsend

Denmaur Independent's very own Sales Director, Julian Townsend called upon his 29 years' experience in the publishing paper sector of the industry to pro-

vide some practical tips and insights that could help save customers money and reduce energy used.

**Chain-of-Custody** – with only 10% of world forest covered by third party chain of custody systems, the practical thing to do was to use either FSC or PEFC, rather than insist on one particular system. It's the 90% that we should be concerned with. He referred to a recent article in Print Week that stated the WWF had found tropical wood traces in paper used in 19 out of 51 children's books; and books from 13 German publishers tested positive for tropical wood content. Putting this into context 34.4% of books imported to Germany come from China – approx 41,000 tonnes! (2009 Frankfurt Book Fair - Source: Bedford, MA RISI).

**Recycled Paper vs Virgin Paper** – both products are appropriate to use in the right circumstances. It is dependent on end use and product type along with energy efficiency. The most important

thing, backing up an earlier John Sanderson slide, was that the higher energy using mechanical fibre is best replaced by recycled fibre. Whereas high grade woodfree products from integrated mills were more energy efficient through the use of bio energy.

**Paper Efficiency** - the use of simple commonsense production housekeeping such as reducing oversized sheet sizes that yielded worthy savings of 3.75% to 16.3%. Working with publishers, Townsend said we avoid, for instance, an A4 product defaulting to the standard SRA1 sheet size when printers are able to use 630 x 880mm, certainly on saddle stitched publications. There are also great opportunities to utilise 'CutStar' capability to print a US A4 style magazine or B4 publications by moving away from a fixed cut-off associated with shorter run heatset printing and improve on size efficiencies and reduce make ready and running waste. Lastly pointing out that 'quality' in paper is often perceived by "how thick is it?" Townsend was able to demonstrate by comparative examples that asking for 100gsm was too simplistic and value for money or the opportunity to use a lighter grammage was only one question away!

Denmaur Independent has planned further innovative environmental initiatives to be launched over the coming year which will be posted to the company's news page on their website. See [www.denmaur.com](http://www.denmaur.com) for details.



**PPA bestows RBI Boss**

Keith Jones, CEO of Reed Business Information, wins the Marcus Morris Award 2009. Jones was presented with the accolade at a ceremony held at The Roof Gardens in Kensington, London, which was attended by senior magazine industry figures. PPA



consultant Eric Verdon-Roe, said: "PPA is proud to recognise Keith Jones as winner of this year's award. In 1995, Jones was appointed CEO of Reed Business Publishing. Since December 2008, he has held the position of CEO of RBI world-wide - a \$1bn turnover business.

**Nibbling Apple's Apple**

Time Inc is leading a group of US magazine publishers - thought to include Conde Nast and Hearst Corp - to create a digital storefront for publications that would deliver their content to mobile devices as a way for publishers to avoid surrendering their digital future to the like's of Amazon.com or Apple. The venture would enable publishers to get titles in front of readers who are turning to devices like Amazon's Kindle and Apple's planned tablet device to read books, magazines and newspapers. Anyone savvy to iTunes will know Apple is innovatively capable of creating a new revolution in publishing. To make money online it's necessary to charge readers for content, something that publishers have found nigh on impossible after 10-years of being on the web.

**On The Same Prayer Sheet!**

A study commissioned by the Worshipful Company of Stationers and Newspaper Makers looks at the future of paper and print in Europe through to 2020. It makes several pertinent points likely to affect our industry. There are concerns for the environment - a possibility that 'ecology' issues will drive users away from paper; digitally mindful that pixels could replace paper, as figures show a significant reduction in demand for paper in the US and Europe. It says that "Digital media now pose the biggest threat to demand yet experienced by print and paper media and by 2020 digital media look set to replace a significant volume of paper and print as well as reshaping the patterns of demand for that which remains." The report's author, Richard Harris, says it'll be newspapers most affected.

**Yorkshire's finest developing new business from Leeds...**

Leed's office Jim Naylor brings with him thirty years of print and paper knowledge to Denmaur Independent. Supporting him on the day-to-day running is Debra Turner. Naylor's



great knowledge of the heat set web-market has fitted in extremely well within the company over the past 18 months. This is partially due to enjoying the freedom of working within an independent paper merchant and recognising the opportunity to develop customer specific paper solutions. Contact Denmaur (Leeds sales): 0113 2515878

**Ideal Christmas Stocking Present?**



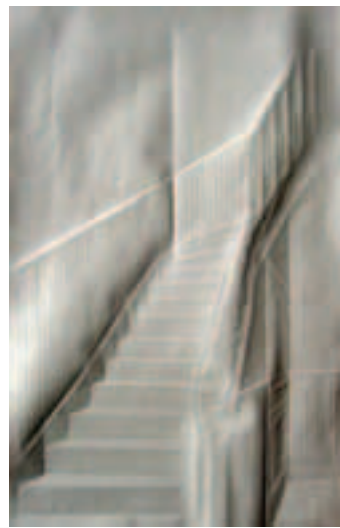
Magazine production guru and long-time Denmaur client Andrew Wilson has published a coffee table book *Wild in the City*, about the wildlife that's to be found in and around Richmond Park. A fine example of words and images. "Normally I am helping others with their printing requirements but with business a little slower this year I was able to combine my printing acumen and love of photography to produce this beautifully printed book," says Wilson. On a technical note the quality paper used was Symphony Gloss 170gsm supplied by Denmaur. Printing by Pensord Press.

Denmaur's Nick, Paul and Geoff exploring supply chain efficiencies on a visit to UPM's Caledonian forestry with customers Headley Bros, Kelsey Publishing and Noble House Media.



**PAPER IN ART - Into The Fold**

How many of us working in print manufacturing could imagine that folding a piece of paper could create a work of art. German artist Simon Schubert spent several years perfecting a technique of shaping many hundreds of tiny folds in sheets of paper to create embossed-effect images. Schubert said: "Most of the people who see the work are surprised that the pictures are created by folding paper, they don't believe it when I tell them. "Many of them think I've used paint or pencil to create the affect of light and shade. But when they realise the pictures are actually folded they are quite impressed." The artworks, the subject of major exhibitions, sell for around £3,800 and take about a week to complete.



**Denmaur Independent Papers mediaPro Competition!**

To celebrate Denmaur's new exhibition venue, visitors to the stand were invited to enter a competition to win one of its three mediaPro Hamper prizes. Each hamper represents the European country of manufacture of the following three grades of paper. 1. **Belgium:** Amadeus Triple Coated "A glorious section of Belgian beers and chocolates." 2. **Italy:** Amadeus 50% Recycled "An indulgent mix of cured Italian hams and cheeses." 3. **Germany:** UPM Fine Uncoated "A selection of fine German wines normally not allowed to leave German borders!"

**The three lucky hamper winners are:-**

Deb Tyrrell, Graphic Designer, Anglia Ruskin University.  
*Belgian Beer and Chocolates*



Claire Hamblion, Portland Press.  
*German Wines*



Peter Sargeant, Business Development Director, Inc Direct  
*Italian Hams and Cheese*



**WHAT PAPER**

This December 2009 edition of The Denmaur Independent Times is printed on Amadeus Silk 130gsm, a woodfree, triple coated quality. Grammage range: 90 - 380gsm. PEFC chain of custody compliant. For more details call Denmaur Independent Papers 01795 426775, (Alderley Edge) 01625 583996, (Bardon) 01530 275500 or (Leeds) 0113 2515878.



**Technical Data**  
Grammage: 130gsm  
Caliper: 105 microns  
Bulk: 0.8 cm<sup>3</sup>/g  
Smoothness Bekk: 450  
Brightness: 97% ISO  
Opacity (ISO): 96% ISO

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