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Solution

Green Helps Make UniKeep™ Blue Case Binder The Right Choice

When launching an exciting new product that just happens to be your company's most "green" offering to date, wouldn't you naturally want the supporting sales material to be presented in an environmentally-friendly package?

Sappi Fine Paper North America certainly did.



Headquartered in Boston, Sappi Fine Paper North America is a leading producer of coated fine paper used in premium magazines, catalogs, books and high-end print advertising. Known for innovation and quality, its brand names are some of the industry's most widely recognized and specified.

Sappi recently introduced its newest product line, Lustro Offset Environmental (LOE). As its name indicates, the paper is environmentally friendly, boasting up to 30% post consumer waste, as well as FSC Chain of Custody and SFI Fiber Sourcing certifications. Also, 100% of the electricity used in its manufacturing is renewable energy.

At the 2007 HOW Design Conference, Sappi's Marketing Director for Specification Brands, Stuart Strong, was attracted to the colorful UniKeep display. At the time, the Sappi marketing team was designing a 60-sheet comparison kit to support the imminent LOE product launch and the UniKeep binders caught his attention as unique presentation packaging. To be specific, the blue Case Binder caught his attention.

"I was looking for an environmentally friendly, efficient and aesthetically pleasing way to share this launch material with our sales force and potential customers," said Strong. "The blue color was as near to our corporate color as any product I had seen. After inspecting the binder, I knew its design was perfect for what we had planned. Then, I found out it was 100% recyclable. I was sold."

Constructed entirely from polypropylene—even the rings—the UniKeep™ Case Binder is a fully enclosed, injection-molded loose-leaf binder made of 100% recyclable material. The design offers more storage in less space, and since it is stackable, may be stored in either a horizontal or vertical position. It can be custom printed for a professional looking and consistent message that will never get lost.

The UniKeep™ Case Binder is available in 0.5", 1.0", and 1.5" sizes and in eight exciting colors (as Strong discovered!). Sappi chose the 1.0 size to comfortably hold an assortment of the new paper samples. Although timing was crucial for Sappi's new launch and they needed their logo silk-screened in white on the cover, UniKeep turned the project around quickly, meeting Sappi's tight schedule and delivering on time.



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“UniKeep worked within my extremely tight deadline and our sales force received product launch materials on time,” commented Strong. “The entire UniKeep staff was a pleasure to work with.”

Headquartered in Boston, Massachusetts, Sappi Fine Paper North America is known for innovation and quality. Its brand names McCoy, Lustro Offset Environmental, Opus and Somerset are some of the industry’s most widely recognized and specified. SFPNA is a division of Sappi Limited (NYSE:SPP), an international company, headquartered in Johannesburg, South Africa. They have manufacturing operations on four continents, in nine countries, sales offices in 50 countries, and customers in over 100 countries around the world. For more information regarding Sappi, visit its website www.sappi.com.