

## Giroform Digital and other new innovative products from Mitsubishi HiTec Paper

The media landscape is constantly changing. Rapid developments in communication technology, the Internet and globalisation are having a direct impact on the importance of print products. Ever shorter delivery terms, smaller print runs and the personalisation of printed matter with flexible data are all challenges currently being faced by printers.

The paper specialists at Mitsubishi HiTec Paper have responded to market demands and have developed new innovative products for its Thermal, Carbonless and Inket paper range. This includes new and improved products for industrial inkjet printing, improvement of printing features for Thermal paper, new light-weight POS Thermal paper (48 g/m<sup>2</sup>), as well as the new range of carbonless paper specifically designed for digital printing: the carbonless paper for the future named *giroform* DIGITAL.

**Giroform Digital** has been specifically designed to meet the needs of the latest digital printing presses. With a 90gsm weight and coated surfaces throughout, performance and optimal print quality are assured. Giroform Digital comes with an impressive list of credentials too.

Environmentally it is unsurpassed, boasting both FSC and Nordic White Swan environmental certifications. Its performance has been fully tested on a wide variety of machinery and has been certified for use by RIT for use on HP Indigo machines as well as Kodak for use on the Nexpress.

Giroform Digital is available in both A4 and SRA3 sheet sizes in the following formats; CB90 white, CFB86 white, pink, yellow, blue and green and CF90 white pink and yellow. In addition, A4 and SRA3 precollated 2, 3 and 4 part sets are also available, both in forward and reverse sequences. Extensively tested and fully guaranteed, Giroform Digital is the number 1 carbonless choice for use in digital, laser and offset presses too.

Efficiency is an important success factor, especially in the retail trade and wherever rapid response times and smooth-running processes are a must. With **thermoscript F 5041 (48g)**, Mitsubishi HiTec Paper has developed a thermal paper that increases efficiency at the point of sale. It is also kind to the environment, while offering outstanding performance.

The lighter, and therefore thinner base paper means that a roll with the same diameter can be around 15% longer (compared to standard POS thermal paper). Fewer cores are needed when the rolls are converted, while reduced transport and storage requirements translate into cost savings and less impact on the environment. Fewer roll changes at the point of sale mean lower staffing and servicing costs – and therefore greater efficiency.

### New Eco Profit Certification – Restructuring programme showing good results

Even in economically challenging times, the company has consistently prioritized environmentally aware production and further processing methods. Certification status as a 2008 Eco Profit Company puts another building block in place for the successful environment policy being pursued by this high-tech paper manufacturer (going alongside FSC Chain of Custody, Nordic Swan and BRC). Through implementation of the measures adopted as part of this environment programme, the Bielefeld site achieved the following savings:

- > 120 000 m<sup>3</sup> water
- > 16 000 kWh electrical energy
- > 42 000 MWh heat energy
- > 486 to pulp

Over and above that, the activities relating to savings in steam and improved heat recuperation on the papermaking machines achieved a reduction in CO<sub>2</sub> emissions amounting to 14818 to.



At the same time, restructuring at the Bielefeld site is continuing apace and on schedule despite the exceptionally difficult market environment. The restructuring programme started in November 2008 has already shown good results and the 2<sup>nd</sup> half of 2009, Mitsubishi HiTec Paper expects to achieve a break-even operating result.

Mitsubishi Paper Mills in Tokyo have announced a considerable investment in Bielefeld Mill, including Research and Development. Mitsubishi will remain a reliable supplier of high quality business communication papers in the years ahead.

For further information, please visit [www.mitsubishi-paper.com](http://www.mitsubishi-paper.com)