

TRUE COLOURS FROM JETSCRIPT

In today's digital media world, printed communications are standing out as the high quality way to interact with customers. But, what often gets forgotten is the value of the envelope. The envelope can effectively address the customer with selective advertising and convey an added marketing message. Printed envelopes are eye catching and grab the attention of the recipient. In targeted campaigns, individualised one to one marketing is the key for better marketing success.

The envelope can even be the deciding factor whether or not the recipient will open the mail piece.

Every plain white envelope is a waste of valuable advertising space. Mailings using printed envelopes show a significantly higher recall rate (36% versus 5% for digital mailings, source: Nielsen). For this reason, many of the latest mail solution systems have been fitted with an inkjet printing unit, which is used for individualisation of the envelopes. In high quality advertising campaigns, precise colour reproduction is most important, as colours must be reproduced

on every end product (letter or card and envelope) accurately and consistently and according to brand colours. To achieve high quality print not only depends on the printing system, but also importantly, on the paper.

Mitsubishi HiTec Paper Europe's Jetscript ML 9084 is a coated inkjet paper which is specifically designed for this application and provides brilliant results.

The wide colour gamut and high resolution of the 87 g/m² coated paper enable accurate reproduction of colour specifications. The reverse side is offset and flexographic printable, and the high whiteness of the coated face supports best barcode readability. The coated paper is not only deinkable, but also FSC Mix certified. Optimal folding and finishing quality and the fast drying time of the ink thanks to the ink receiving layer complete the product, delivering Jetscript ML 9084 as an ideal choice for white space marketing on envelopes.

MAKING IT GREEN

The company continuously works on developing papers that meet the demands of

tomorrow, but it does this in a wholly ethical way. Quality, environmental and energy management systems are in place at both of the company's mills in Bielefeld and Flensburg. In December 2012 the integrated management systems Quality (ISO 9001) and Environment (ISO 14001) were successfully recertified. The existing management certification according to EN 16001 has been replaced by the international standard ISO 50001, and also successfully audited.

Mitsubishi HiTec Paper Europe has for many years paid special attention to sustainability and the environment during the production of its coated speciality papers. The continuous improvement of energy efficiency, energy savings and thus the reduction in greenhouse gases are paramount in this. The new certification to ISO 50001 brings with it further improvements, such as establishing a system for data analysis and archiving, so that in the future more effective preparation of energy data for current production can be made.

These energy and environmental policies are an expression of a consistent implementation of the company philosophy. **PS.**

