

Typek Triple Green replaces Typek 50% Recycled

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Typek Triple Green is Sappi's latest addition to its popular Typek range of office papers. The new product replaces Typek 50% Recycled, but is still targeted at the more environmentally conscious consumer.



Manufactured from sugar cane waste fibre, at Sappi's Stanger Mill in KwaZulu-Natal, Typek Triple Green contains alternative fibres without compromising the white, crisp quality that end users demand from office paper. The remaining fibre used is sourced from responsibly managed plantations.

It is packaged in a distinctive brown box and attractive earthy green and brown ream wrap. The product carries the Earth Kind™ mark, as well as the FSC™ (Forest Stewardship Council™) and ISO certifications, which reflect Sappi's commitment to the sustainable management of our resources and processes.

Launched via Pocket Media Solutions

The new product was launched into the market by means of a unique trade presenter produced by PocketMediaSolutions. "The aim of this approach was to create added interest in the new product, make the audience engage with the promotional piece and to provide assurances on Sappi Typek Triple Green's attributes of smoothness and runnability," says Michelle Thain, Sappi Paper and Paper Packaging Sales Portfolio Manager: Office and Tissue. Printed on Sappi GalerieArt, the trade presenter consisted of double-sided A5 board, with a zip strip down the middle that had to be torn open to reveal key information about the new product.

The trade presenters were distributed to paper merchants, stationers and retailers, combined with an e-mail marketing campaign.

The Typek Triple Green box contains five reams of 80g/m², each containing 500 sheets. It is available commercially from all leading retailers and stationers.

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Sappi works closely with customer, both direct and indirect, in over 100 countries to provide them with the relevant and sustainable paper, paper-pulp and dissolving wood pulp products and related services and innovations.

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