



*New Zealand papers
are leading the way,
leaving competitors in
their wake.*



New Life Paper On A Wave

The tide has turned. Consumers are showing increasing concern for the environment - a stance reflected not only in consumers' general attitude but in their demand for, and use of, recycled product.

Paper in particular has impacted the imagination of consumers. They have caught the recycling wave and for them the only acceptable products are locally manufactured, 100% recycled brown Sandow and white Ecolade.

There is a fashion opportunity which expresses an environmental sensitivity ...boutique bags from recycled paper.

"We are experiencing very active interest in the consumer product area. There is a swing towards nostalgia. Designers and creative directors are choosing Sandow and Ecolade both of which have an environmental significance. Upmarket boutiques have recognised the fashionable market response to non plastic packaging and exclusive carry bags"- John Bradley, Managing Director, Uni Bag Limited of Wellington.

"Ecolade is an off-white paper with a rustic appeal. I would definitely use it again." - Chris Prebble, Publications Editor with the Ministry of Transport, Wellington, who used Ecolade for posters in the Ministry's drink/drive campaign.

"The characteristics of recycled paper are well suited to the

manufacture of computer line flow." - Scot McArthur, Operations Manager at International Business Forms.

"Brown recycled paper Sandow has been available in envelope form for some time. Now we are converting right through the range to Ecolade" - Barry Cairns, General Manager of Domino Marketing, Auckland.

McDonald's Family Restaurants switched to recycled Sandow and Ecolade for placemats and takeaway bags.

"The recycled paper products reflect McDonald's pro-active environmental initiatives in relationship to our product packaging. Corporate awareness of environmental issues is an area of very real significance to us all." - Mark Jenkins, Director of Purchasing/Vice-President, McDonald's System of New Zealand.

Graphic designers and printers are showing a keen interest in Matura Mill's Ecolade and Sandow.

If you want urgent information, use the Matura Mill Hot Line 0-25-975 169

