

WHAT'S NEW

New Domtar Colors™ and HOTS® Swatchpads

These new colorful swatchpads are smart, useful and downright fun. Each swatchpad contains over 100 sheets of Domtar's bright and beautiful papers – showing every shade palette. The folded front cover includes basis weights and size information for each shade. Use the swatchpad as a color paper reference or jot down important notes and creative ideas.



Nothing gets you going like a pure shot of color. Contact your Enterprise Group Account Manager for copies of the new swatchpads.

These new Domtar Colors and HOTS swatchpads replace the swatchbooks.

Willcopy® Packaging Change – Your Everyday Paper

The entire Willcopy Family of products is getting a facelift. Both cartons and reams have been updated and redesigned to present Willcopy as your 'everyday' paper. Expect to see the new packaging in the marketplace in the fourth quarter 2010.

In addition to the packaging change, we've also added ColorLok Technology® to our Willcopy, Willcopy Recycled and Willcopy Custom Cuts product lines. Papers with ColorLok Technology have special additives that prevent black inks from penetrating too deeply into the sheets, resulting in improved optical density. And just as ColorLok keeps black inks near the surface, it also prevents color inks from being absorbed too deeply, making them appear uniform, vivid and vibrant. Plus sheets dry faster, so they are less likely to smear.

2011 Enterprise Group Wall Calendar

The 2011 Enterprise Group Wall Calendar is being printed now and will be available at the end of October 2010. The 2010 calendar has 12 months at a glance and features Julian Day numbers, moon phases and holidays. Contact your Enterprise Group Account Manager to obtain a copy of the calendar.



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This issue of EG Edge is printed on 70 lb. Digital Opaque Plus, a premium opaque that has excellent runnability in both digital printing and post-processing equipment. With its elevated opacity, Digital Opaque Plus attains the perfect balance of function and aesthetics. Digital Opaque Plus is ideal for catalogs, brochures, flyers and book publishing.



ENTERPRISE GROUP
100 Kingsley Park Dr. • Fort Mill, SC 29715
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Editor:
Jan Martin
Phone:
803.802.8027
Fax:
803.802.8009

COVER STORY Enterprise Group = Digital Expert

ENTERPRISE GROUP IS YOUR DIGITAL EXPERT. WE WORK CLOSELY WITH ORIGINAL EQUIPMENT MANUFACTURERS (OEMs) TO DEVELOP AND MANUFACTURE PAPER SUBSTRATES THAT RUN FLAWLESSLY ON A VARIETY OF DIGITAL PRINTING EQUIPMENT.

Enterprise Group has assembled a team of highly trained digital experts to assist our customers with the ever-changing digital technology.

(See inside for more details)



In the Spotlight

Lynda Ramsey,
Senior Director of Sales
Enterprise Group

Lynda Ramsey recently joined Enterprise Group as Senior Director of Sales. Lynda is responsible for managing our sales regions in the United States and Canada.

Our People Make the Difference

ENTERPRISE GROUP HAS A LONG-STANDING HISTORY OF KNOWLEDGEABLE PEOPLE AND EXCELLENT CUSTOMER SERVICE. OUR NETWORK OF OVER SIXTY DISTRIBUTION CENTERS LOCATED THROUGHOUT THE UNITED STATES AND CANADA ENABLES US TO RESPOND QUICKLY TO OUR CUSTOMERS' INVENTORY NEEDS.

Our relationships with Original Equipment Manufacturers (OEMs) are an integral part of how we develop products to match emerging technologies. And as part of Domtar, the leading uncoated freesheet manufacturer in North America, we are able to offer added value and resources that present complete product solutions for our customers. I'm excited to be a part of this talented and professional team. In the coming months I hope to meet many of you, and I'm looking forward to discussing ways we can enhance and build our products and relationships with you.

We are interested in your business and we want to help you unlock solutions to your business challenges. Enterprise Group is more than paper; we want to help you improve your business to differentiate your products from your competitors. When we work together, everything works better.

Thank you for your continued business and support.

New Sustainability Team

Enterprise Group recognizes the importance of environmental sustainability and social responsibility. As a Domtar business, we share a common vision to continually work to balance economic, environmental and social concerns as they relate to all of our activities.

Enterprise Group is actively educating customers on our sustainability methods through our newly created Sustainability Team. Our new Sustainability Team members include Meredith Becht, Van Cook, Michael Moynahan, Christen Miller and Cheri Sheridan. This group will engage our customers through education and training on our environmental efforts.

To contact one of our Sustainability Team members or to learn more about Enterprise Group's sustainable initiatives, visit egpaper.com and click on the Environmental, Health & Safety section.

(Continued from Front Cover)

THESE INDIVIDUALS HAVE WORKED EXTENSIVELY WITH OEMS, DIGITAL PRINTER MANUFACTURERS AND POST-PROCESSING MANUFACTURERS TO MAKE SURE OUR PAPERS PERFORM AT OPTIMAL LEVELS.

This includes on-site assistance and collaboration with our Domtar Technical Service group and our Mill Manufacturing groups. It's our end-to-end solution, making sure Enterprise Group digital papers are manufactured to the highest quality and performance.

Get to know our experts....
From top:

Aggie Nodari has been with the company 25 years and is our digital expert for the Western area.

Scott Schweder has been with the company 13 years and is our digital expert for the Northeast area.

Charlie Thompson has been with the company 12 years and is our digital expert for the Southwest area.

Check out our full line of digital products at egpaper.com.



PAPER because...

Domtar recently launched a sweeping paper advocacy campaign entitled *PAPER because*. A popular question we commonly hear is "Why Paper?" And the answer is simple – because paper is effective and has value. The *PAPER because* campaign was created to address the common misperceptions about paper, to highlight the key role paper plays in our lives and to showcase the reasons why it's an environmentally sound choice.

In conjunction with this campaign, we are excited to announce the launch of a new website – paperbecause.com.

The website has three sections to address the different aspects of our campaign:

- » Paper is Sustainable
- » Paper is Personable
- » Paper is Purposeful

The website is home to the Knowledge Center, which contains essays about all of the "because" statements that are part of the campaign. In addition, the website will host a News Bureau, which will provide news and media feeds associated with paper advocacy.

Please be sure to visit www.paperbecause.com today!



FSC® Introduces New Label Design

THE FSC TRADEMARKS ARE THE PRIMARY COMMUNICATION TOOL FOR FSC CERTIFICATE HOLDERS TO DEMONSTRATE THAT THEIR PRODUCTS MEET THE STANDARDS SET BY FSC.

Earlier this year, FSC introduced new label designs for several reasons, which include:



- » The different Mixed Sources labels were confusing to use and the text beginning 'Product group...' was found not meaningful to consumers.
- » Novel situations had required exceptions to the label rules, leading to cases where the label elements were separated.
- » Flexible to cover different product types and to avoid the need for additional statements.
- » To speed up the process, the new designs cover nearly all possible uses so that certifying bodies will not have to seek special approval from FSC.

As part of this change, FSC introduced a logo license code as part of the unification of trademark use authorization. The new code is shorter and better linked to FSC, and will be used together with the certificate number so details can be easily checked about organizations. The license code will be used with the labels and other promotional use of the logo or text reference of FSC certification, while the certificate number will remain on all invoices and shipping documents.

The new label designs must be phased in by 12/31/10.
Visit www.fsc.org for more information about this change.

INDUSTRY EVENTS



TriMega National Convention & Tradeshow

JW Marriott San Antonio Hill Country Resort, San Antonio, TX
Sept. 29-Oct. 1

Graph Expo

McCormick Place South, Chicago, IL
Oct. 3-6

W.B. Mason Convention & Trade Show

MGM at Foxwoods, Mashantucket, CT
Oct. 12-14

Office Partners

Gathering on the Gulf, Tampa, FL
Dec. 5-7