

Small Change
Big Impact

*pretty*smart



Innovate Your Packaging...

Think Tissue First

Yes It is Possible. **Yes** It is Affordable!

Small Change **Big Impact**

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Using color and custom printed tissue in packaging offers the most dramatic and longest lasting brand impression, and the strongest advertising impact for the least cost.



Your Packaging Budget

Custom Printed Packaging is a valuable brand and image builder, and advertising tool. With the addition of innovative Solid Color or Custom Printed Tissue Paper, you can give your Packaging Program an extreme makeover at just a fraction of the cost of your bags, boxes, and other packaging components. As the cost analysis above indicates, Tissue Paper is by far the lowest cost packaging component.

Whether you're "brick and mortar" (in-store) or "click and order" (Internet or catalog), wrapping your products with tissue paper gives customers their first impression of your brand and image, and stays with your merchandise longer than any other packaging component.

Our premium quality Wrapping Tissue brings that finishing touch to your Packaging Program, and targets your promotional efforts where it really matters, directly to your customer. Choose from Custom Printed Tissue, in-stock fashion colors, or designer prints to compliment and promote your brand and image. **So smart, so effective, so affordable.** *Send your success story home.*

Custom Printed Tissue

Your Brand, Center Stage

The most cost effective advertising tool in packaging!

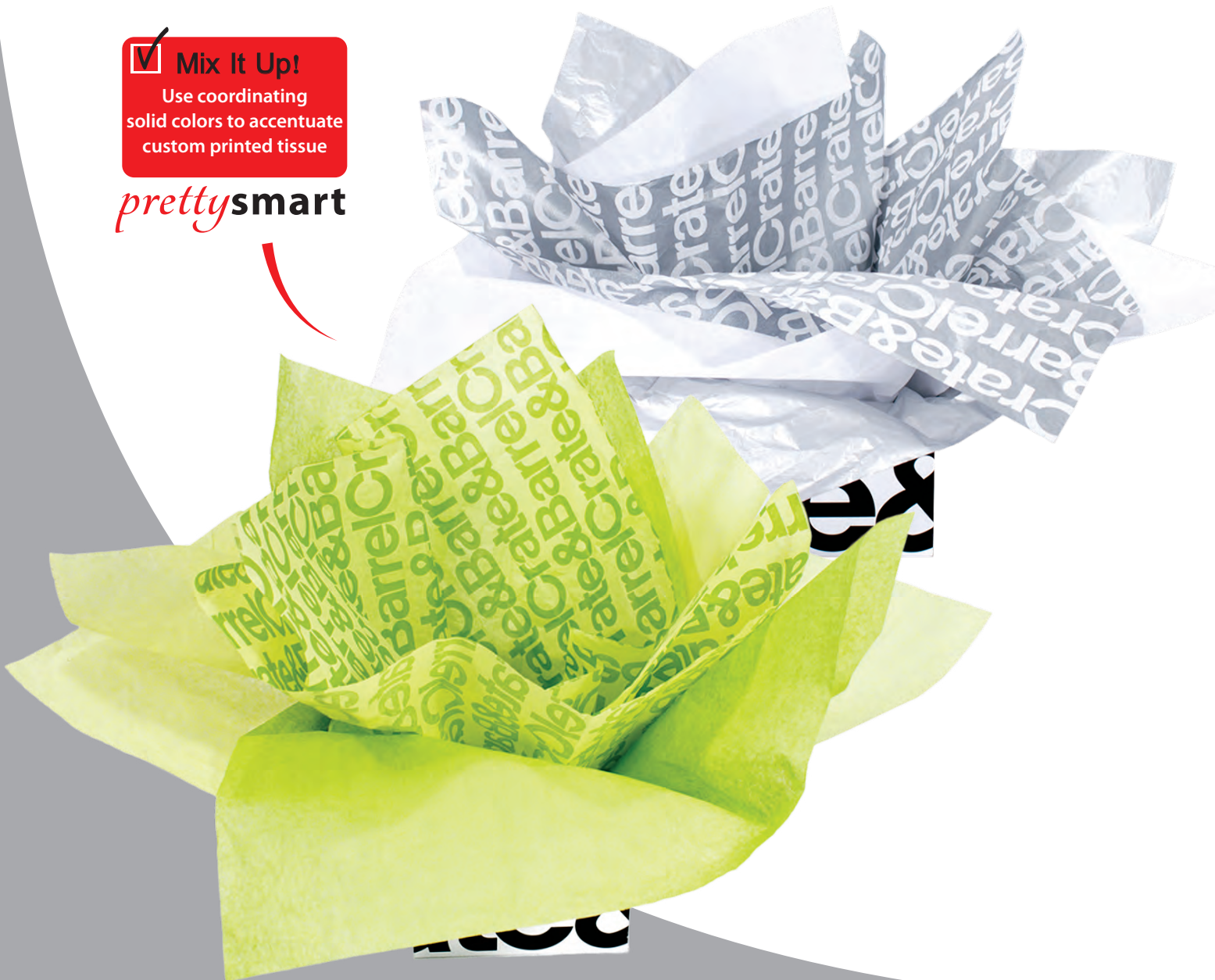
Wrapping your merchandise in Custom Printed Tissue offers the most dramatic and longest lasting brand impression and the strongest advertising impact for the least cost. Promote your logo and brand by wrapping your in-store, catalog, and Internet sales in Custom Printed Tissue, and send your advertising directly home with your buyers for a long lasting impact, at a fraction of the cost of printed bags and boxes.

Interleave Custom Printed Tissue with *Color Tissue*

Interleave Custom Printed Tissue with coordinating SatinWrap Solid Color Tissue and make that printed logo really stand out! Match the printed Ink Color(s) and/or the Base Sheet Color for brand emphasis. The solid color(s) within the packaged Ream help to control in-store usage and therefore overall cost.

Mix It Up!
Use coordinating
solid colors to accentuate
custom printed tissue

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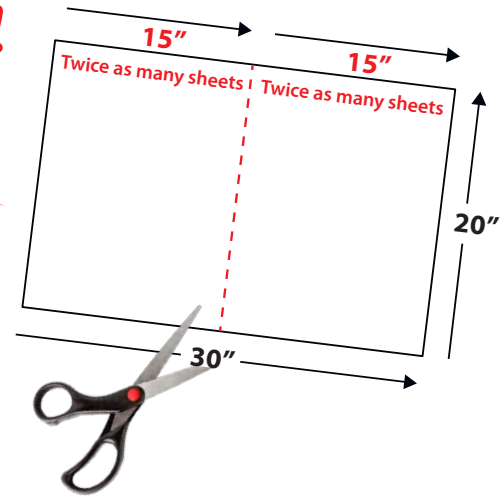


Converting

Downsize and cut your costs even more!

When considering Custom Tissue Paper, be sure to include Sheet Size as an important option. Although the *standard* 20" x 30" Sheet Size continues to be popular, it is by no means your only choice. For instance, keeping the 20" dimension but cutting the 30" in half creates the very popular 20" x 15" sheet... and, *doubles* your sheet quantity. This is just one of the many ways you can utilize Sheet Size to maximize your Tissue Paper purchase and *increase* your promotional efforts!

Way To
SAVE!



Void Fill

Opportunity knocks. Send your message home!

Keep your message consistent when shipping catalog or Internet purchases. Accessorize that shipping carton with Solid Color or Custom Printed Tissue Paper and promote your brand and image while cushioning and filling excess interior space. Think *inside* the box!

Spot Sheeting

Consistent design placement from sheet to sheet!

Make your brand and image the center of attention with Custom Printed Tissue Paper offering consistent design placement from sheet-to-sheet.

Whether your preference is to center a single logo or to place an overall design within the sheet, this capability offers a wide range of possibilities.



Satisfy Your Craving for Color

We offer the most attractively colored tissues you can use for protective as well as decorative merchandise wrapping. Add richness, charm, and unique personality to your packaging! Create your own image by selecting specific colors for use in your stores, catalog, and Internet sales, where quality and image is key. Use colors to create seasonal excitement in your packaging. Interleave White with SatinWrap Solid Colors for additional cost savings. Invent your own rules and style *for less* with luxurious and versatile SatinWrap Solid Color Tissue!

In Stock **Solid Colors**



Unlimited **Custom Colors**

Colors Unlimited! Choose your own colors or match any PMS-U color.
tip: Add your own custom printed logo for an envy-inspiring packaging program!

Trends Worth Trying **Stock Options**

Fall for fashion! Fill your packaging with our colorful tissue collections for an exciting packaging "pick-me-up". We offer a wide variety, or try one of our pre-mixed Assortment Packs!



Mix It Up!
Customize our wide variety of stock designs using your own colors

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A *beautiful* difference.

Custom Print a logo, name, message or specific promotion.



One to six color printing on SatinWrap White or Solid Colors with reasonable minimums and competitive pricing on printing and plates.

So smart ~ So effective ~ So affordable



We are dedicated to providing the highest quality tissue paper in a responsible "earth-friendly" manner. It is our continuing goal to keep paper out of America's landfills. We continue to develop sustainability initiatives consistent with the best interests of our employees, our community and our customers.



The mark of responsible forestry



We offer Chain of Custody (COC) programs consistent with the organizations listed above.

For more information about our sustainability policy please visit our website: www.seamanpaper.com/envIRON.html