



# Artisan<sup>60</sup>

## Learn more about our newest product, Artisan 60

As the leader in supercalendered paper in North America, we are pleased to offer the only 60# SC paper on the market.

This paper is great for magazines and catalogs, retail inserts, or direct mail and competes with coated groundwood grades on cost, brightness and gloss.

### Here are a few reasons to check out Artisan 60

- The Artisan 60 is a cost-effective alternative to coated groundwood grades.
- The smooth surface and solid sheet construction show a “glossier” surface, similar to coated groundwood sheets.
- Thanks to the superior surface, printers may be able to use less heat through the driers. Using less heat means the sheet is less likely to show fluting.
- Our excellent roll build allows sheets to travel through the press without continuous register or compensatory movement. [Learn More](#)

### Take a look at the latest SC samples

One of the uses for a 60# sheet is to serve as a heavier weight matching cover for the lighter weight Artisan grades. We have developed a sample piece that includes a 60# Artisan cover and 38# Artisan body. See how well they integrate together to provide a complete solution for your next magazine or catalog.



[Click Here to Request Samples](#)

## Port Hawkesbury Paper to Explore Opportunities in Wind Farm Development

With support from the Province of Nova Scotia, Port Hawkesbury Paper, the Canada Infrastructure Bank and IFE Project Management Canada are evaluating the potential development of a 112-megawatt wind farm, comprised of 28 four megawatt wind turbines, 15 kilometers of overland transmission lines and two kilometers of subsea cables.



The wind farm would supply green energy to Port Hawkesbury Paper, the largest industrial employer in the region, with the goal of further enhancing sustainable energy supply to Nova Scotian industry. It also supports provincial and federal commitments to the environment and the Mill’s ongoing commitment to an environmentally sustainable business.

[View the Press Release](#)

## WHEN MARKETING RESULTS MATTER – CHOOSE PAPER

### PRINT'S ROI WILL MAKE YOU FLIP

Magazines and newspapers boast the highest ROI at **125%** compared to other mediums<sup>1</sup>



For every dollar spent on print magazine ads, brands received a



**\$3.94 RETURN**

significantly higher than the second best media channel, digital display, which earned an ROAS of \$2.63<sup>2</sup>

Customers spend **25% MORE**

when companies use a combination of digital and direct mail<sup>3</sup>



<sup>1</sup>American Marketing Association  
<sup>2</sup>Neilson Catalina Solutions, 2016  
<sup>3</sup>Postalytics.com, 2018  
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## How Life Unfolds Campaign Provides Valuable Data on the Power of Print

The How Life Unfolds® Campaign provides relevant data on the benefits of paper and paper-based packaging, reminding us how paper and print work hand-in-hand with digital to deliver more engagement and a significant ROI for advertisers.

[Learn more about The Campaign](#)

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