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Artisan



New Opportunities for Artisan Supercalendered Paper

The strength and smoothness of the Port Hawkesbury Artisan supercalendered paper allow it to be successfully used in roll-to-sheet applications. This piece was printed using Artisan 60# on a Ryobi roll-to-sheet press using UV Inks and perfected Inline. It looks amazing! Have you considered SC paper for roll-to-sheet applications?



Artisan Specifications

Meet Our Technical Service Manager, Brandon Herbert

Many of our customers know Henry Evans, who has been PHP's valued Technical Service Manager for many years. Henry has decided to hang up his loupe and retire this year. We will miss him and wish him all the best. We welcome Brandon to the team to assure our customers continue to have the best possible on-press experience. Welcome, Brandon.



When is a Catalog More than Just a Catalog?

We have seen many news articles recently about the revival of the catalog. The pandemic has changed how we do things—whether it's how we shop, work, or interact. Digital fatigue is real, and this [NBC video clip explains](#) some of why we may like engaging more with all things analog.

"Printed catalogs don't need to be just a tool that convinces consumers to buy right away—they can also be used to deepen a consumer's connection to a brand," writes Christine Dunne in a recent commentary from [What They Think](#).

Yes, catalogs are becoming more challenging to produce because of costs and supply chain issues, but it is still an essential tool for retailers to help connect with customers.



Paper is a Gift this Holiday Season

Did you know that 80% of various holiday waste can be reused, repurposed or recycled? [Learn more](#) about how the sustainability of the paper industry contributes to the circular economy. Visit the Paper + Packaging Board's latest campaign www.paperfornature.com

Keeping Tabs on the USPS

The US Postal Service has doubled down on its historical attempts to slow mail service and increase prices. According to USPS, prices for business customers — marketing mail, periodicals and other special services — will increase by around 7%. Now is the time to find ways to save on direct mail. [Here are three tips to help save on postage costs.](#)



We know it has been a challenging year for everyone in the paper industry, and we greatly appreciate our customers, employees and suppliers—Happy Holidays from PHP.

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