

SILK PEARCE USES BABY TALK TO HELP ARJOWIGGINS DELIVER ITS MESSAGE

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Leading paper manufacturer, Arjowiggins is targeting graphic designers and selected corporate communications directors with an unusually bright, eye-catching mock annual report that is sure to bring a smile to everyone's face. The dummy report, for a fictional company of the same name, is written in baby language using words such as googoo and boohoo and features young children as board members and corporate staff, wax crayon 'signatures' and financial charts made up of building bricks. Designed and produced by creative consultancy Silk Pearce, the 36 page report highlights the green credentials of Arjowiggins extensive range of creative papers. The design demonstrates how environmentally-friendly papers can be used to strengthen a company's messaging for its annual reports and other corporate literature but without compromising on print quality.

Each of the eight paper brands used within the dummy report have achieved or are in the process of securing certification by Forest Stewardship Council (FSC). For example, the cover and a number of internal pages are printed on Conqueror, the market-leading paper brand for business and corporate communications. Conqueror was fully FSC-certified across the entire range in October when it also became Europe's first carbon neutral brand for creative papers.



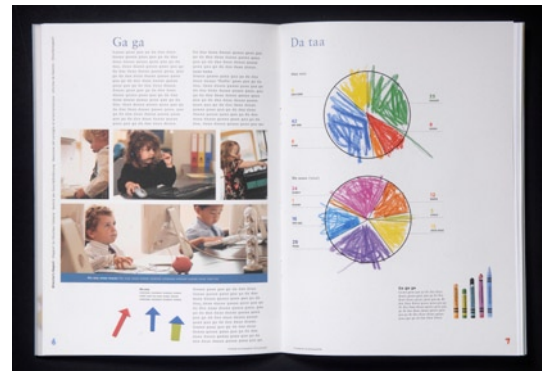
Argowiggins eye-catching mock annual report





The report also showcases two recent entrants for the corporate literature market: Eural, the only glossy, fully recycled coated paper; and Satimat Green which unusually for a recycled stock is high white with a velvety touch.

Distributed throughout Europe and Asia, the complete mailing programme includes a local-language teaser mailer, to pre-qualify recipients in selected markets and ensure minimal wasted distribution. The first reports are due to be distributed by mail in late November. "Silk Pearce designed the dummy report to be humorous and light-hearted while delivering clear messages to annual report designers about the creative and commercial benefits of using environmentally-friendly papers. We wanted to show some of our latest, greenest papers but also to demonstrate that the choice of stock can help



Top: Spreads from the dummy report. Bottom: Jack Pearce and Gail Russell





a company more easily communicate and meet its own environmental objectives,” said Sarah Flower, strategic marketing director for Fine Papers at Arjowiggins.

“The dummy report for Arjowiggins is one of the most challenging and entertaining production projects that Silk Pearce has been involved in this year,” said Jack Pearce, joint creative director at Silk Pearce. “We had 21 children, aged under three, booked in for a variety of studio and office-based shots plus a small army of trained professionals to help get them ready, to manage their props, and to prepare snacks and drinks, keep them happy and entertained.”

The children were carefully cast to resemble the characters in a company from the chairman to the security officer and baby talk was used as copy for the report avoiding the need for text translation, while allowing the design, print and paper to take precedence. While many agencies would heed the warning never to work with children or animals, Silk Pearce can now confidently claim to have done both and for the same client. This latest report builds on a successful design theme started in 2004 when the consultancy was first briefed to create a set of report and accounts promoting Arjowiggins range of uncoated papers. The ‘Ruff’ report used dog imagery and sounds and was so well received that it has been reprinted several times.

ABOUT ARJOWIGGINS

Products in the Arjowiggins Fine Papers portfolio continually achieve best-in-category performance for paper capability and print performance and are available globally. Each range offers a high quality finish for a wide variety of applications.

For both professional and creative communications materials the Conqueror range offers products within five distinct product groups - Smooth/Satin, Concept/Effects, Connoisseur, Digital and Texture.

The Curious Collection contains the world’s most innovative papers in one range including the tactile Curious Touch Wet and Soft grades and the slippery, bendy Curious Plastics Mellow.

The elegance of Rives, tactile substance of Keaycolour, colourful energy in Pop’Set, enhanced performance from Sensation and the professionalism of Opale, all reflect a new generation of creative papers that are both accessible and easy to print.

Inuit is Arjowiggins’ newest brand - offering competitively priced, premium-offset FSC-certified papers and boards. It was developed in response to increased market demand for quality, uncoated white offset stocks and complements existing brands and products and features exceptional print performance, as associated with all Arjowiggins products.

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