

THE TRICK WITH THE GRIP

Papierkoerier 29e jaargang, nummer 96 september 2004

If fashion, furniture or music – trends dominate our daily life's. The one who's attitude is to be trendy knows what to wear or to hear. The same in the world of papers, trends don't walk along without setting signs. We all remember the movement of naturalpapers 20 years ago. The desire for cool and smooth surfaces still enjoys us with the popular metallic papers.

But especially due to the common surfaces there have always been strict limitations to your creativity. Those limitations have now been overtaken by Sense from Advanced papers. The new trend, is a fellable surface who capture our tactile awareness in a way, you wouldn't expect from paper.

With Sense your fingers learn to see

Sense surprises by it's grip. You will be reminded on fabrics or synthetic. This moment of surprise brings you awareness and an outstanding exclusivity. Something you have to say, transported with a never seen before paper, will be unique. This is a great value in a world of ongoing messages. Sense lifts up what you have to say.

True for fashion as well as for paper trends, the sooner you recognise, the higher is the attention, the higher is your gain in image.

The fellable difference

Until now, extraordinary surfaces have been always difficult to handle. .But not with Sense. During the production, Sense is being optimized for its multifunctional applications. From classical printing techniques like 4 colors litho offset to all kinds of embossing, dye cut, hot foil stamping and silkscreen.

Sense is the first feel design paper in the market that can be printed with normal, self oxidising inks.

Sense is available in the colours high white, chamois and black in 120 g/qm and 260 g/qm; with fitting envelopes in DL, C5 and 17 x 17.

Sense – touch the future