Verticals from Sappi North America looks at individual vertical markets and examines the unique challenges, traditions, and idiosyncrasies each faces when communicating with its target audience. This edition focuses on the marketing approaches used by America’s colleges and universities. With nearly 5,000 institutions of higher education in the U.S. alone, the competition to attract bright, highly motivated students is intense. Today’s colleges and universities are at the forefront of adopting cutting-edge information delivery platforms and arriving at an effective balance between print, digital, and social media.
KNOW YOUR MARKET

The availability of big data today gives marketing strategists the opportunity to look at patterns, trends, and associations in analyzing their demographics from every angle. Such statistics may prove surprising or show that your institution fits the norm. Either way, profiling the behavior of typical college applicants helps to shape a marketing message that resonates with their preferences and concerns. Here are some recent statistics to keep in mind.

11.7 MILLION
FEMALES
ATTENDED COLLEGE IN 2015, COMPARED TO
8.8 MILLION
MALES

75.5% OF STUDENTS WERE ACCEPTED BY THEIR FIRST CHOICE OF COLLEGE.
59.0% OF STUDENTS WERE ENROLLED IN THEIR FIRST CHOICE OF COLLEGE.

64% OF STUDENTS SAID THE SCHOOL’S ACADEMIC REPUTATION WAS THE MAIN REASON FOR DECIDING TO GO THERE.

OF FRESHMEN CHOOSE A SCHOOL WITHIN 500 MILES OF HOME. MORE THAN HALF OF THAT NUMBER ATTEND A SCHOOL WITHIN 100 MILES OF HOME.

OF HIGH SCHOOL SENIORS APPLY TO 7 OR MORE COLLEGES.

OF UNDERGRADS AGED 24 OR UNDER WORK 20 HOURS OR MORE A WEEK.

OF ALL COLLEGE STUDENTS ARE 25 YEARS OLD OR OLDER.

OF FULL-TIME COLLEGE STUDENTS ARE 18 TO 21 YEARS OLD.

$35,000 IS THE AVERAGE COLLEGE STUDENT’S DEBT AT GRADUATION.

5,000 INSTITUTIONS OF HIGHER EDUCATION, INCLUDING PUBLIC AND PRIVATE COLLEGES AND UNIVERSITIES.

33% VERSUS 40% OF HIGH SCHOOL SENIORS APPLY TO 7 OR MORE COLLEGES.

OF STUDENTS WERE ENROLLED IN THEIR FIRST CHOICE OF COLLEGE.

OF STUDENTS WERE ACCEPTED BY THEIR FIRST CHOICE OF COLLEGE.

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OF STUDENTS WERE ACCEPTED BY THEIR FIRST CHOICE OF COLLEGE.

See the inside back cover for a complete list of sources.
The average yield rate for colleges is **36.2%**.

Only **34%** of higher education institutions ranked their marketing efforts as "very effective." Only **95%** of college admissions offices use at least one form of social media.

For recruiting, private four-year colleges spent an average of **$2,232** per new student.

Of high school seniors and **40%** of juniors, they were more likely to consider colleges that use brochures and phone calls to communicate.

Of surveyed students, **90.48%** reported that print publications and letters were an effective way to learn about a school’s academic offerings. **74%** of surveyed schools have made payments to search engines for higher placement.

Of surveyed colleges that issue printed viewbooks, **66.66%** use at least one social media icon.

Surveyed school marketing and enrollment professionals say efforts to recruit new prospects are hampered by **74%** limited budgets, **55%** limited resources, and **30%** limited data.

Of surveyed school marketing and enrollment professionals, **58%** say efforts to recruit new prospects are hampered by limited data.

See the inside back cover for a complete list of sources.
A Guide to Marketing to Students

YOU TALKING TO ME?

Getting the Right Message to the Right Person at the Right Time
The competition to get into a student’s preferred school is rigorous and stressful—not just for applicants but for institutions of higher learning too. On average, college-bound teenagers apply to more than a half dozen schools to ensure that they get into at least one or two of their top choices. As a result, even when a school accepts an applicant, it cannot count on the student to enroll—and for colleges, enrollment “yield” is what really counts.

Higher education marketers often think of the student application process as a funnel that moves from casual research to increasingly more practical concerns before committing to a specific school. Providing prospects with the information they need at the right moment and in the preferred format is a key goal.
TIPS AND REMINDERS

College admissions teams are familiar with many of these tips, but sometimes it is good to be reminded.

Plan first. Then adapt.
Essential to successful marketing is a comprehensive and adaptable communication flow plan that includes input and sign-on from the entire admissions team. Such a plan should include strategies to reach all audiences (high school freshmen, parents, enrolled students), as well as all channels (print, web, email, social, texting). Consider engaging an outside partner to conduct a communication flow analysis and craft a plan that is right for your school. Be sure to conduct semi-annual communication flow reviews to refine and alter approaches.

Enlist alumni support.
Alumni are a university’s best ambassadors in the larger world and a school’s most loyal and active supporters. Successful alumni help raise a school’s academic reputation and draw students who seek to follow in their footsteps. Alumni/student social gatherings, mentorship outreach, and ongoing email communication build an affinity relationship among all connected with the school. Magazines, journals, blogs, and newsletters that keep alumni abreast of their alma mater’s achievements raise pride and identification with the school and willingness to lend support through legacy gifts, internship opportunities, and personal counseling to accepted applicants weighing whether to enroll.

Point out what’s special about your school. “One size does not fit all” when it comes to colleges. The best choice depends on the individual’s professional and personal aspirations, preference for a big city experience or small-town environment, desire for a large research university or a small liberal arts college, reputation for excellence in the chosen major, and concerns as basic as proximity to home. Schools should feature their strengths and let applicants decide if that is what they want.

Make it fun and engaging.
Help applicants explore what your school has to offer by creating games, puzzles, quizzes, and the like. On a campus tour, ask students to create a Facebook Live video or Instagram story of their visit and post it online to win a free college T-shirt or tickets to the next school game. Develop a brief quiz on great moments in the school’s history, or create a virtual treasure hunt on a map of the campus. Make these “teachable” opportunities fun and engaging.

Go beyond academic offerings. Applicants want to know what student life will be like. Give them a taste of the social life they will experience by featuring campus events, classroom facilities, food, sports, housing, study rooms, etc. in photographs posted on the school website and in printed pieces.

Make it personal.
Once prospective students have submitted their application, communicate with them on a more personal level. Use the student’s first name in direct mail and email communication. Organize faculty, alumni and current students to be available to answer their questions and concerns. Host “how to apply” webinars and an enrollment hotline to guide them through the application process. Instill them with a comfort level and trust in the school to support them.

Benchmark your recruitment campaign.
Track the response rate to search mailers, brochures, email solicitations, viewbooks, phone calls, campus tours, etc. Use CRM (customer relationship management) software to track who visits your website, what sections they visit, what pages they spend time on, etc. Use the data to develop a profile of what approaches work best and refine your message.

Have a follow-up plan in place. No matter what marketing initiatives you undertake, develop a follow-up plan ahead of time to act quickly and consistently on any responses you receive. Decide whether it’s best to mail a viewbook and additional brochures, send a series of emails, or phone the individual personally.

REASONS WHY APPLICANTS CHOOSE A SCHOOL

- Great academic reputation
- Graduates get good jobs
- Want to live near home
- Available financial aid
- School is respected in field of study
- Overall cost including housing, etc.
- Positive campus visit
- Social activities at college
- Comfortable size of campus and student enrollment
- Student-to-faculty ratio
- Graduates get into top grad/professional schools
- High percentage of students who earn degrees
- Solid academic reputation in field of study
- Recognized value of degree from school
Marketing communications now use more complex fun facts. It is not uncommon for one media to carry several messages. It is hard to see every platform and keep ahead of what’s trending. The good news is that you don’t have to, have or different message for every platform, especially when a larger number of platforms is at play. You announce it on Twitter and Facebook with a photo of the cover and link to the school website. The message gets retweeted and liked, and retweeted and liked, often printed as smaller versions of the viewbook. You can sustain the interest of prospective students on their path to admission. An insider’s look at your next four years. Midwestern College

#MWCfandeck on the campus tour. Impressive. I talked to some students and professors who see the responses invite retweeters and link to the school website. The message gets retweeted and liked, and retweeted and liked.

As a way to build school spirit and engage the school community, alumni often printed as smaller versions of the viewbook. Sweep a smart AR marker or digital AR markers and digital AR markers and digital. An insider’s look at your next four years. Midwestern College

#MWCfandeck on the campus tour. Impressive. I talked to some students and professors who see the responses invite retweeters and link to the school website. The message gets retweeted and liked, and retweeted and liked. The school spirit is always a part of the school community and makes them aware of what’s going on. It doesn’t emulate traditional print like print, but it changes as students attend to campus and the school and just the convention in a casual way.

You announce it on Twitter and Facebook with a photo of the cover and link to the school website. The message gets retweeted and liked, and retweeted and liked. You announce it on Twitter and Facebook with a photo of the cover and link to the school website. The message gets retweeted and liked, and retweeted and liked. You announce it on Twitter and Facebook with a photo of the cover and link to the school website. The message gets retweeted and liked, and retweeted and liked. You announce it on Twitter and Facebook with a photo of the cover and link to the school website. The message gets retweeted and liked, and retweeted and liked.
The goal of college marketing communications is broader than simply raising the yield of new enrollees. Advancing the reputation of the school and attracting top-notch students, along with grants, donations, and bequests, demand mar-com initiatives aimed at connecting with alumni, businesses, and the community-at-large. Colleges use a variety of approaches to communicate with these segments. The most distinctive and memorable ones develop cohesive marketing campaigns, with key pieces created in-house or with the assistance of outside design/marketing consultants. The originality and strong production values of the pieces reflect well on the high quality standards of the school. Virtually all of the print examples shown here have an online version on the school’s website.
The traditional viewbook of yesteryear is no more now that the basic facts can be posted online. As in the case of Swarthmore College’s viewbook, the recruiting piece is intended to create an impression, convey an attitude, and motivate candidates to apply. Swarthmore’s 72-page plus cover viewbook takes readers on an exciting tour of the school, with comments from students and faculty, photos of places, pen-and-ink sketch self-interviews, etc. Loaded with useful information, the viewbook aims to express the personality of the school.

**KEY STATISTICS**

Important facts that applicants want to know are treated in a lively graphic fashion.

**TEASER PIECE**

Designed in the same style as the viewbook, Swarthmore’s teaser brochure with brief facts about the school and application deadlines is direct mailed to prospects.
PRINCETON ART GIVING CAMPAIGN

Few things make donors more willing to open their checkbooks than learning how alumni have contributed to the advancement of society. As a fundraising effort for the arts, Princeton University produced a book written by alumni, students, faculty, parents, and friends, describing what the arts at Princeton have meant to them.

ALUMNI PORTRAITS
Compelling silhouetted black-and-white portraits of alumni engaged in the arts are paired with quotes shown in oversized orange type.

INTERIOR SPREAD
A variety of printing techniques—quadtone black-and-white photos, large type screened from solid silver, varnishes, die-cut—imparts depth and tactile quality to this book.

DIE-CUT COVER
The word “ART” is die-cut out of a plain cover printed in Princeton orange with the university’s emblem in the lower right cover.
For recruiting, Knox College developed a comprehensive marketing strategy with a messaging theme and sequential rollout of print pieces, starting with an eight-page “search” booklet sent to high school sophomores and juniors and followed by booklets and viewbooks to those who request additional information.

PERSONALIZED LETTER
A single-fold brochure giving key facts about Knox is sent with a personalized “hello” letter signed by the Dean of Admission.

TRAVEL BOOKLET
Knox recruiting counselors who travel to college fairs at different high schools carry a variety of informational materials to hand out to students.

Scan this QR code to view the Knox College video.
A public research university known for its leadership in atomic/molecular/optical physics programs, the University of Colorado Boulder built its entire brand messaging campaign around a homophone of its name. The marketing platform for web banner ads, radio spots, airport signage, decals, and products, “Be Boulder,” is a slogan that the campus and community can rally around. CU’s graphic identity is based on Helvetica Neue typeface used in combination with its gold, black, and silver signature colors.

Distinctly legible at any size, the theme message has been shown on everything from CU’s website, to billboards and buttons.

CU applied its trademarked theme message to everything from water bottles and trucks to T-shirts.

CU’s branded slogan is so strong that little else has to be added to this print advertisement.
The University of Hartford viewbook speaks to students’ aspirations, hopes, apprehensions, and desires in discussing what they can expect from the university. The focus is on the kinds of positive life lessons that will be learned while acquiring an academic education.

**Layered Cover**
Multi-layered pages of various dimensions form the opening and closing of this viewbook, with color blocks and shapes repeated on the inside pages.

**Bold All-Cap Type**
Headline text is treated as the dominant visual on each spread, with a red or blue color block overprinting some photographs.

**Classmates**
The diversity and individuality of students are not only displayed in this grid of portraits, but reinforced in the different background settings, facial expressions, and angles.
EXEL RESEARCH MAGAZINE

Exel, the magazine of Drexel University in Philadelphia, focuses on the translational research it is conducting on the world’s most critical challenges. Lavishly designed with photos, illustrations, charts, graphic details, and thought-provoking articles, Exel has the appeal of a newsstand magazine.

COVER STORY

This issue features the work Drexel researchers are doing documenting the biodiversity of Brazil’s imperiled Xingu River.

USF ALUMNI MAGAZINE

The University of San Francisco creates an inclusive sense of community in its engaging, news-filled alumni magazine. In addition to a feature article on how USF grads are changing the world with analytics, the publication includes dozens of updates about classmate whereabouts and interesting pursuits, legacy gifts, and an in memorium.

WEB SITE ACCESS

Visitors to the USF website can view the entire magazine online, with individual stories reorganized for easy access.

HIGHER EDUCATION MAGAZINES

Magazines produced by colleges and universities serve many purposes. Especially for research universities, they are a way to showcase their areas of study, announce exciting breakthroughs and discoveries, and feature illustrious faculty and alumni. Highlighting the achievements of the institution fosters pride among students, faculty, and alumni. The magazines are also an excellent recruiting tool for new students and a means to attract industry collaborations as well as generate grants and donations.
WALL POSTERS

Wall posters have long been a means to publicize campus events—seminars, lecture series, symposiums, concerts, dances, sports competitions, art exhibits, career fairs, and a myriad of other activities. Posted around campus and neighborhood haunts, the eye-catching posters reinforce the sense that the school is the center of fun, inspiring, and imaginative happenings.

BYU DANCE PROGRAM
Posters for Brigham Young University’s Department of Dance announce a special performance by Contemporary Dance Theatre.

MSU CROSBY ARBORETUM
Open to the public, Mississippi State University’s Crosby Arboretum hosts family-oriented events to share its knowledge of the natural environment.
PRATT FASHION SHOW

A private college in New York, Pratt Institute reinforced its reputation for cutting-edge fashion design by featuring dramatic photographs of student work. Pratt’s Office of Communications and Marketing handled all design and production of the two books.

PORTFOLIO PIECE

Elegantly bound with cloth tape, the austere blind-embossed covers open to page after page of sophisticated fashion, providing an impressive portfolio for Pratt and its graduates.
Alumni are not only the largest and most reliable segment of donors in any capital campaign, their achievements bolster pride in the contributions of the school. This annual report for South Texas College of Law in Houston profiled five alumni from diverse backgrounds and a variety of legal specialties. Simply presented in an elegant, straightforward manner, the STCL annual featured the embossed title “Why I Give.”

COVER PHOTO
STCL annual report opens with lively profiles of alumni, followed by financial highlights and listings of donors. Only the profile section uses photographs.

BOLD PHOTOGRAPHY
Close-up black-and-white portraits of the featured alumni are followed by full-color photographs of the subjects in settings that reflect their passion.
ART CENTER COLLEGE OF DESIGN

To mark its 75th anniversary, Art Center College of Design wanted to show the global impact that its alumni have had on design over the decades. This commemorative boxed set served as the centerpiece of a capital campaign. The impressive array of iconic work fostered pride among the students and alumni and reinforced the confidence of industry collaborators.

BOXED SET
Created as a boxed set, Design Impact includes a case bound book that recounts the college’s history and presents biographies of several of its most renowned alumni.

A HISTORY OF ART CENTER COLLEGE OF DESIGN
AND THE MYRIAD WAYS ITS ALUMNI SHAPE AND IMPACT
INFORM THE VISION OF OUR GLOBAL CULTURE

The box also contains a set of seven 10-foot-long accordion-fold booklets that showcase the seminal work of Art Center graduates by decade. Evidence that Art Center alumni have had a profound impact on the visual world in every area of design spurred fund-raising and industry collaborations for the private college. The Design Impact set was also presented as a gift to the current graduating class.
LOYOLA PERSONALIZED MOVE-IN MAILER

Everything a new enrollee needs to know when arriving at Loyola University Chicago is covered in this 4" x 5 ½" self-mailer. Each booklet welcomes the student by name on the cover and on the opening spread, which includes room assignment and a letter from the residence director.

DIRECT MAIL

Direct mail—postcards, self-mailer brochures, and packets—is an effective all-purpose means of communication to a broad, targeted audience. It lets you address specific market segments and physically place your message in the hands of the right individual. A great “teaser” to draw recipients to your website, well-designed direct mail builds your brand identity and has a proven record of generating response.
Myths & Facts
Separating Facts from Fiction in Higher Education Marketing
There is no need for direct mail when you can do email marketing faster and cheaper.

Direct mail has several advantages over email marketing, especially when reaching out to prospective applicants and their parents. For young millennials who rarely receive mail addressed to them, a brochure or postcard from a college is likely to be viewed with special interest. The plethora of unsolicited marketing email received by everyone, including teens, often prompts recipients to dismiss it as junk and delete it unread. An Epsilon study found that 70% of those surveyed prefer direct mail over email for unsolicited marketing pitches, and 25% of them found direct mail more trustworthy than email offers. When “prospecting” for new enrollees, 90% of public colleges say they use direct mail and find that it generates a more positive outcome than relying on email alone.

The more recycled the fiber in printing paper, the better for the planet.

Recycling paper is a great way to reduce our environmental footprint, but how we put that fiber to use is not a simple one-size-fits-all solution. In fact, the U.S. Federal Trade Commission (FTC) has issued an environmental marketing advisory stating “Claiming ‘green’ made with recycled fiber content may be deceptive if the environmental costs of using recycled content outweigh the environmental benefits of using it.” Recycled fibers do not have to be remade into printing paper to find a second or third life. Certain types of paper are better suited for using recycled fiber than others based on recovery rate and processing yield. Recycled fibers used in high-quality printing papers require more processing, which results in higher usage of energy, water, and cleaning chemical, and generates more waste from the recycling process than if those same fibers were used to make tissue, corrugated containers, shoe boxes, or egg cartons, for example. Maximizing paper recovery is essential for the environment, however using recovered fibers in all paper types isn’t always the best environmental decision we can make.

Twitter, Instagram, Facebook, and other social media are great for students, but a waste of time for marketing higher ed.

Maintaining a presence on Facebook, Instagram, and Twitter is a way to let followers learn more about the school in a casual, spontaneous, and serendipitous way. Postings can show snippets of campus activities, laud students and professors who have won awards, cheer for the school’s sport teams, or announce entry and sign-up deadlines. What causes students to “unfriend” you is turning your social media presence into pure marketing hype. Best to draw followers into your school community by sharing news of college life.

Branding is just for retail products, not for colleges and universities.

Brand image is more than name recognition. It is more than an emblem and school colors. Branding is how a school differentiates itself, and communicates its spirit and academic advantages. Without a unique brand image, college viewbooks and websites fall back on visual clichés and stereotypes—e.g., students studying together under a shady tree, professors lecturing in a classroom—that make marketing materials indistinguishable from one school to another. Visual branding should convey the energy and personality of the school at a visceral level.
Millennials prefer to get all of their information online. According to a 2015 multi-country study, an overwhelming 92% of college students surveyed said they prefer reading in print over any form of electronic media. While online reading is considered great for interpersonal communications, respondents explain that a physical printed piece has less distractions than viewing materials online and results in less eye strain and headaches.

FACT  Actually, paper is much more sustainable than you think. The pulp and paper industry is circular by nature, producing recyclable products made from renewable resources that are manufactured using high amounts of renewable energy. Sappi’s sustainability platform encompasses the entire lifecycle of its papers, starting with procuring wood from certified sustainable forests to promoting maximum paper recovery, so that used papers do not end up in a landfill but find a productive next-life in the form of other products. For example, this booklet can be shared with a friend, then recycled to become the box that holds your cereal, and recycled again into the tissue that comforts your cold. Ultimately, it can end up as compost that aids the growth of your garden or the regrowth of forests—renewable resources ready to be reimagined as something new.

MYTH No 6  Using paper is wasteful and bad for the environment.

FACT  According to a 2015 multi-country study, an overwhelming 92% of college students surveyed said they prefer reading in print over any form of electronic media. While online reading is considered great for interpersonal communications, respondents explain that a physical printed piece has less distractions than viewing materials online and results in less eye strain and headaches.
We read with our eyes and decide with our conscious brains.

Neuroscientists find that people absorb content through touch as well as sight, and touch influences our decisions powerfully at a subconscious level. The physicality of ink on paper elicits human emotions in ways that computer screens don’t, because paper’s tactile quality engages the brain differently. Online, our eyes skim and scan information in a distinctive pattern. On paper, the pattern is much different. As we read, our fingers infuse the experience with touch-information that subtly shapes our perception of the content. On paper, we read more deeply, more responsively, and transfer more of what we read to long-term memory. Studies of direct mail, for example, show print ads generate more emotional response than digital ads and are remembered longer, and specific tactile qualities like warmth, weight, and texture influence cognitive response in ways that lie just beneath our conscious recognition.

Our college is not as well known as Harvard or Yale. No one will ever find us doing an Internet search.

There are many ways to raise your online visibility. Make your school searchable and newsworthy by producing and distributing quality content online: do press release marketing that can be picked up by Google News; post fun and interesting branded videos on YouTube—an average of 78% of colleges do; use search engine optimization (SEO) and keyword purchases on Facebook and Google to drive more traffic to your website; launch a blog; be an active presence on social media. Above all, let your unique brand come through.

Economy papers are kinder on the budget and print just as well as premium paper brands. Economy priced papers such as imports and private labels may offer savings, but depending on the size of the job, the cost to upgrade to a premium coated sheet like Sappi’s McCoy or Opus may be a lot less than you think. Private label papers manufactured at multiple facilities often exhibit significant surface and shade inconsistency. Many economy paper manufacturers achieve brightness by using high levels of optical brighteners that can cause printed color instability and will fade over time. McCoy and Opus are made with the highest quality ingredients, within extremely tight tolerance standards, to minimize variability within and across runs. Additionally, a proprietary blend of North American hardwood and softwood fiber used in McCoy and Opus provides these papers with a durability that can withstand multiple press passes and specialty coating applications. Another important consideration is the sustainability practices of the country in which the product is sourced. Not all foreign papermakers are held to the same stringent environmental standards as that of North America. Check to see whether the manufacturer abides by sustainable practices.
Uncoated text and cover paper costs less than coated.

Actually, the reverse is true. A premium smooth uncoated sheet may cost as much as 170% more than a comparable coated sheet such as Sappi’s McCoy. A high-end opaque could cost as much as 30% more. A key reason is that wood fiber is one of the most expensive components of paper, and uncoated papers require a higher ratio of fiber per pound than coated sheets. Specialty uncoated papermaking machines must also run slower and produce smaller quantities to accommodate frequent color and finish changes. Coated sheets allow printers to produce high fidelity colors along with dense solids and smooth screen tints, and come in gloss, silk, dull, and matte surface options. Unlike uncoated sheets, premium papers like Sappi’s McCoy and Opus can handle an array of highly visual and tactile special printing techniques such as soft touch, rubber, sandpaper, reticulating, liquid foil, and color shifting effects. When cost, design, and printing options are important, premium coated papers offer excellent benefits.

Aside from the inherent tactile quality of paper, the medium can’t do much.

Designers have always been able to use the properties of paper to produce all kinds of printing and binding effects, but advances in printing technology now enable amazing special effects that are tactile and dimensional. Images can be texturized to feel like alligator skin or bunny fur. Coatings and finishes can change the feel and appearance of a sheet. QR codes and augmented reality literally enter another dimension. Print on paper is currently the most versatile and exciting medium available—and it is real.

The production quality of printed materials doesn’t matter.

Poorly produced marketing materials diminish the perception of the school and imply that it tolerates mediocre standards. Overuse of stock images gives a generic look to marketing materials, and runs the risk of seeing the same stock photo in another school’s brochure. Commissioned artwork more precisely reflects the school’s unique personality and presents recognizable campus scenes. Recipients of recruitment materials respond positively to quality—the thoughtfulness of the design, the feel of the paper, the vibrancy of the colors, the legibility of the text. Uncompromising attention to details communicates a level of excellence and respect for the reader’s time.
Verticals is printed on Sappi’s Opus, a sustainably sourced and manufactured premium coated paper by Sappi North America. An incredibly versatile sheet, Opus is the go-to paper for virtually any printing need, including supporting large integrated marketing campaigns. Available in a wide range of weights and finishes, Opus is engineered with a shade and brightness that makes colors pop and type look legibly crisp. Printers love Opus for its reliable performance and minimal variability within and across press runs.

Designers love Opus because they can confidently incorporate a variety of printing and bindery techniques, such as die-cuts, metallic inks, foil stamps, embossing, engraving, and all types and combinations of varnishes and coating. The result is optimum visual impact and tactile effects, from textured to soft touch.

Opus is produced in accordance with Sappi’s strict dedication to sustainability. We take a holistic view of our environmental responsibilities from harvest through manufacturing, distribution, end use, and disposal.

Opus is SFI® and FSC® Chain of Custody certified and Lacey Act compliant. Sappi is also an EPA Certified SmartWay Transport Partner for freight handling.

Opus is environmentally responsible, kind on the budget, and sure to enhance the impact of any marketing piece.
Opus is engineered with a shade and brightness that makes colors vivid, any printing need, including supporting large integrated marketing campaigns. Accessible in a wide range of weights and finishes, Opus is engineered with a shade and brightness that makes colors vivid, any printing need, including supporting large integrated marketing campaigns. Accessible in a wide range of weights and finishes, Opus is enviromently responsible, kind on the budget, and FSC certified.

Opus is SFI and FSC certified. Chain of Custody certified and Lacey Act compliant. Sappi is also an EPA Certified SmartWay Transport. Opus is environmentally responsible, kind on the budget, and FSC certified.

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