



Making paper fun

More with less. Working efficiently with Lynx® Opaque Ultra

Lynx Opaque Promotion



Since we're all forced to do more with less these days, we thought you could use a few tips on how to boost the efficiency of your print projects. So we've created a series of manuals designed to help you save time, effort and money on every print run.

This first issue covers paper efficiencies. Choosing the right paper for the job can impact its cost and quality in surprising ways. Naturally, we're demonstrating this with our own efficiency expert, Lynx® Opaque Ultra, a sheet that helps shrink production time and stretch your budget like nothing else can.

The second booklet in Domtar's series of printing efficiency manuals is designed to help you save time, effort and money with every aspect of your print run. This manual covers production efficiencies. Sheet size and layout, print staging, availability and environmental efficiencies can all affect the cost and quality of your job. These techniques are optimized with the use of our own efficiency expert, Lynx® Opaque Ultra, a sheet created to shrink production time and stretch your budget even while producing a beautiful finish.

When it comes to contributing to the efficiency of a printed job, paper carries significant weight — literally. What paper weighs has a substantial bearing on the total cost of a job. But it's not just weight. It's weight in proportion to bulk, which affects mailing, distribution and procurement. You also can't neglect all the aesthetic qualities like brightness, shade, opacity and finish. The trick is to combine the qualities that create a beautiful printed image with those that facilitate the smoothest press run, and to do this at a cost that clearly offers more bang for the buck. It's a tall order. But with smart planning and Lynx Opaque Ultra, it's a promise you can deliver.

Printing efficiency comes down to a process of elimination — eliminating excess time, waste and expense in every step. The thread that runs through each stage of the process is paper. Like printing itself, Lynx Opaque Ultra was created to help streamline the craft of communication. Aesthetically, it has all the qualities that make designers look good: brightness, opacity and a smooth, uniform surface. It also has the properties that help printers breathe easier: superior formation, consistent performance on press and dependable availability. And as a bonus to the planet, it's a paper with a conscience. When you're ready to put every efficiency to work on your print projects, Lynx Opaque Ultra is more than qualified to do its part.

You'll see that the results of using the right paper in the right way can be both fiscally and aesthetically handsome. So enjoy this guide. We think you'll find the information useful. And profitable.

In fact, you'll see that there are scores of ways to produce a stunning job without exhausting your resources. So enjoy these useful guides. You may find that printing efficiently is a valuable skill.

Even when it's not a mandate.