



Making paper fun

Lynx Opaque Promotion

Born to Print

This Lynx Opaque promotion is a window into the world of chopper style motorcycles. Featured within are images of colorful, motorized works of art and the even more colorful people who ride them. Riders are passionate about their bikes and their lifestyle, just as Domtar is passionate about producing the perfect house sheet, Lynx Opaque. The Born to Print promotion captures this passion and delivers it with attitude.



The Born to Print promotion features the photography of Michael Lichter, a photographer who is not only a rider himself, but one of the preeminent photographers in the chopper community. Lichter has documented on film the bikes and stars of the television show "American Chopper" as well as other famous builders in the biker lifestyle such as Billy Lane and the late Indian Larry.

The chopper is a universal icon for freedom. For decades bikers have roared across the open road, their problems lying behind them in a cloud of dust. Lynx Opaque shares this trouble-free spirit. Printers who make Lynx Opaque their house sheet find freedom in the carefree, reliable performance they get time after time. In this way, Lynx Opaque is a rebel, going against the grain, by out performing the competition. The Lynx promotion will utilize conventional printing techniques, proving it's worth to the everyday printer. Lynx truly was Born to Print.

PAPER

Cover – 80 lb. Lynx Opaque Cover, Smooth Finish

Text – 80 lb. Lynx Opaque Text, Smooth Finish

DESIGN & PRODUCTION

Squires & Company (www.squirescompany.com)

PRINTING

Williamson Printing Corporation, Dallas, TX

INK

Cover – Conventional Ink 6/6 (4-color process + Spot Metallic + Dot-for-Dot Dull Varnish)

Text – Conventional Ink 6/6 (4-color process + Spot Metallic + Dot-for-Dot Dull Varnish)