



## Making paper fun

### Ode To The Earth

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Respect it. Behold its beauty, savor its fragrance, drink from its streams, consider its worthiness, its value, its meaning to life. There's only one... this great Earth of ours. Ours to care for, protect and sustain for generations to come.

Reflecting interest and awareness of sustainability, with a focus on conservation, Ode To The Earth stands as a shining example of how a premium uncoated paper can provide superior quality results while representing a deep commitment to environmental and social responsibility – and Domtar's Cougar is that paper. This brilliant piece utilizes a variety of Cougar paper, including 100 lb. Cougar Text, 100 lb. Cougar Cover and 80 lb. Cougar Natural Text. With Cougar's stellar 98 brightness and smooth surface, stunning four-color photography is reproduced flawlessly, and the most remarkable printing techniques handled with ease.



Of all the wonders of the natural world, surely one of the firsts is color. Would the Grand Canyon be quite as grand were it not for the remarkable colors? Would a rainbow be magnificent if it appeared in black-and-white? Color in the natural world commands attention, communicates grandeur and evokes emotion. Just as Cougar's superior brightness and smooth surface provide consistent, true color reproduction for powerful impact.

Using color as the creative key, Ode to the Earth by Cougar presents page-after-page of extraordinary images of our world. What better way to advance the idea of sustainability and respect for the environment than to showcase the remarkable beauty of our planet in print -- all on Cougar, Domtar's premium FSC-certified printing paper! You're invited to turn the pages, enjoy the scenery, and take a colorful ride.

The Ode To The Earth brochure is a shining example of how a premium uncoated paper can provide superior quality results while representing a deep commitment to environmental and social responsibility. As the premier paper in the Domtar EarthChoice® family of products, Cougar is FSC-certified, contains 10% post-consumer recycled fiber and is endorsed by the Rainforest Alliance. In addition, Domtar is pleased to make an annual contribution of \$275,000 to WWF as a symbol of our support to the environment, to Cougar, to you and everyone who inhabits this great Earth.



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# Ode To The Earth Production Notes

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## PAPER

- Main Brochure Cover = 100 lb. Cougar Cover, Smooth Finish
- Text Pages 1 - 2, 5 - 6, 9 - 20 = 100 lb. Cougar Text, Smooth Finish
- Text Pages 3, 4, 7, 8 = 80 lb. Cougar Natural Text, Smooth Finish
- Letter = 70 lb. Cougar Text, Smooth Finish
- Envelope = 100 lb. Cougar Text, Smooth Finish

## DESIGN & PRODUCTION

Ardoise Design Communications, Inc., Montreal, Canada

## PRINTING

Williamson Printing Corporation, Dallas, TX

## INK

- Front Cover = 4-color process + PMS 165. Clear foil stamp over "ODE" and small images in the scroll work.
- Inside Front Cover (butterfly left) = 4-color process + spot textured aqueous coating (butterfly only) + dot-for-dot dull varnish.
- Page 1 (butterfly right) = 4-color process + spot textured aqueous coating (butterfly only) + dot-for-dot dull varnish.
- Page 2 (carved ice) = 4-color process + dot-for-dot dull varnish.
- Page 3 (carved sandstone) = 4-color process + dot-for-dot dull varnish.
- Page 4 (Aurora Borealis) = 4-color process + dot-for-dot dull varnish.
- Page 5 (volcano) = 4-color process + dot-for-dot dull varnish.
- Page 6 (winter) = 4-color process + spot raised glitter UV (over the ice on the tree branches) + dot-for-dot dull varnish. Due to the nature and the amount of varnish used, the varnish may bleed through to the other side of the sheet. To prevent this, we used a french fold.
- Page 7 (spring) = 4-color process + spot textured aqueous coating (over the leaves of the flower) + dot-for-dot dull varnish.
- Page 8 (summer) = 4-color process + dot-for-dot dull varnish.





## *Ode To The Earth Production Notes*

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### **INK (continued)**

Page 9 (fall) = 4-color process + dot-for-dot dull varnish.

Page 10 (chameleon right) = 4-color process + dot-for-dot dull varnish. The skin of the lizard is a multi-level, complex emboss. This page is a french fold to hide the bruising from the emboss process.

Page 11 (chameleon left) = 4-color process + dot-for-dot dull varnish. The skin of the lizard is a multi-level, complex emboss. This page is a french fold to hide the bruising from the emboss process.

Page 12 (Protea flower) = 4-color process + dot-for-dot dull varnish.

Page 13 (Passion Flower) = 4-color process + dot-for-dot dull varnish.

Page 14 (mountain & stalagmite left) = 4-color process + dot-for-dot dull varnish.

Page 15 (mountain & stalagmite right) = 4-color process + dot-for-dot dull varnish.

Page 16 (valley & waterfall left) = 4-color process + spot raised UV + spot textured aqueous coating + dot-for-dot dull varnish. The spot raised UV was laid down first then over-printed with the 4-color process. Due to the nature and the amount of varnish used, the varnish may bleed through to the other side of the sheet. To prevent this, we used a french fold.

Page 17 (valley & waterfall right) = 4-color process + spot raised UV + spot textured aqueous coating + dot-for-dot dull varnish. The spot raised UV was laid down first then over-printed with the 4-color process. Due to the nature and the amount of varnish used, the varnish may bleed through to the other side of the sheet. To prevent this, we used a french fold.

Page 18 (sunset left) = 4-color process + dot-for-dot dull varnish.

Page 19 (sunset right) = 4-color process + dot-for-dot dull varnish.

Page 20 (celebrating) = 4-color process + dot-for-dot dull varnish.

Inside/Outside Back Cover = 4-color process + PMS 165 + dot-for-dot dull varnish.

Letter = Both sides were printed with 4-color process + dot-for-dot dull varnish.

Envelope = 4-color process + PMS 165 + dot-for-dot dull varnish. This was die-cut with a steel rule die then converted.

Binding = Perfect bound with PUR glue.

