

Sappi Typek's new manufacturing home leads to improved product

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A R100m strategic investment has ensured a smooth relocation and improved production process of Sappi's well-known office paper brand, Typek.

The manufacturing, sheeting and finishing of this locally produced product has been transferred from the company's former Enstra Mill in Springs to Stanger Mill, a bagasse-based (sugar cane pulp) operation in KwaZulu-Natal.

This transfer is in line with Sappi's strategy to invest and focus on specific growth areas in the pulp, paper, packaging and adjacent markets. Enstra's paper machine 6, on which Typek was produced for many decades, was converted to produce lightweight recycled containerboard. Sappi sold Enstra's recycled containerboard and kraft paper businesses to the Corruseal Group last year.

"Sappi remains as committed as ever to deliver a quality product and be a strong contender and supplier in the office paper market," says Paul Bortolan, Sappi General Manager: Paper. "Over the years, Typek has proven itself as a trusted brand of consistent high quality. In the retail environment, the packaging's vibrant red brand is also a very visible shelf 'winner'. This will not change."

What has changed is that the investment and transfer has led to improvements on Stanger Mill's already modern and versatile paper machine. This will ensure that the paper is manufactured to the highest standards, as demanded in today's competitive markets.

Stanger Mill's sheeting and finishing operations have also been improved upon. This entailed the relocation of the existing sheeter from Enstra to Stanger Mill, as well as the installation of a new packaging line, palletiser and pallet wrapper. This project was commissioned in May 2016.

Benefits of moving Typek to Stanger Mill

"Sappi staff at Stanger Mill have excellent papermaking knowledge and experience as a result of producing complicated grades of coated paper over the years," says Paul. "The team has now been able to apply this knowledge to produce A4 office paper, with outstanding results."

From a customer and end-user perspective, the office paper produced at Stanger Mill is unique in that it contains sugar cane bagasse pulp, which provides excellent bulk and stiffness for better runnability in printers and copiers.

The paper's smoother surface will also ensure excellent print quality and less ink absorption; saving businesses and consumers money on ink costs. The upgrades to the finishing house will lead to increased speeds, higher throughputs and quality packaging. The entire Typek supply chain has also been optimised to ensure better product availability and service levels.

Adds Paul, "Paper remains an important part of the office environment and is recyclable, made from renewable resources." With our Sappi Typek sales team in place countrywide, we look forward to leveraging our strong customer relationships and continue to supply the market with a fantastic office brand that is manufactured in an environmentally responsible manner and according to internationally recognised industry standards."

"To further promote Typek we have launched a direct mail campaign to the industry using the visual elements of a fortune

cookie with customised, targeted messages. It adds to the excitement around the move and will engage with customers on another level.”

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Sappi



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