

Lumi

Brand repositioning, campaign strategy, print, advertising

Talk about wanting a clean sheet...Lumi's manufacturer, Stora Enso had always focused on the product and not the brand. They needed some joined-up thinking and asked us to find a way of turning what they had traditionally thought of as a commodity into objects of desire. There are really two things to get right with paper - printers want it to be technically reliable and to work and creatives want it feel great and be beautiful. We created a brand that turned the ordinary into the extraordinary.



see the
beauty_{in}
everything

LUMI
see the
beauty in
everything

everything has
beauty
but not
everyone
sees it
(Confucius)

It's not always what you see.
It's how you see it.
or how it is presented.

A claw emerges from the **buffed**
honeycomb shell
of this little armored one; it is poised to penetrate
burrow deep into the earth.
Or does his snout, starbed eye
betray rather a creature of the air
ready to jump, **whiskers**
flicking the breeze?



silver hairs brush
dreamy eyes and ears
while a pink heart nose
sniffs the moist woodland
and spiced cob of a fresh truffle.





LUMI
see the
beauty in
everything

STORAEN

Paper

www.paper.com

LUMI is a registered trademark

Xaar targets a central position in the Drupa inkjet revolution

drupa by Tim Sheahan

Xaar is aiming to position inkjet as the "serious digital print" applications for the future when the company showcases a range of Xaar-enabled presses at this year's Drupa.



Xaar 1001 printhead: designed for high-speed applications

The Cambridge-based firm has announced that at least six Xaar printhead-enabled machines will make world-wide debuts at Drupa - a company record.

Danwood and Apex aim to show benefits of combined production

By Tim Sheahan
Danwood has tied up with Apex Digital Graphics to launch a showroom displaying Danwood's range of digital machines.



Danwood: Apex link-up

The companies are pitching the joint facility, situated within Apex's Hemel Hempstead offices, as a way to demonstrate how using both digital and conventional printing equipment together can benefit print firms.

Danwood kit on display includes digital printers from Konica Minolta and Sharp,

they may see normally associated with inkjet.

"We want them to take every wide-format digital print application for the future," says Drupa. "Screens will also be showcasing a number of machines that incorporate the Xaar 1001 head into various designs for 'some interesting applications'.

In addition, Xaar includes equipment at the show including Xaar's Minolta, Ricoh and Epson.

Drupa said: "Inkjet is on the rise and, over the next few years, it will be applied alongside traditional technologies, or as a direct replacement for conventional print technologies."

Inc Direct hires sales director

Inc Direct has announced the recruitment of a sales director to oversee its UK business. The position will be based in London and will report to the company's managing director, Peter Bailey.

Bailey will be responsible for the sales and marketing of the company's range of products, including its award-winning PrintWork Printing Solutions. The role will also involve managing the company's relationships with its key accounts and ensuring that the company's sales targets are met.



KEEP ON TRACKING - At right, the Penwith, Cornish-based sign print specialist, has invested in a raft of wide-format inkjet printers from Komori. Inset: Danwood's Apex inkjet printer.

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Ever met an ugly bird?



LUMI
see the beauty in everything

For paper samples or swatches email info@paperco.co.uk or contact your local PaperCo branch.
Lumi is made by Stora Enso.