



# Off Register™

A Sappi Production



Sappi Productions and The Flo Channel proudly present *Off Register*, the first online series inspired by the insanity printers have to deal with on a daily basis. *Off Register* is a totally unvarnished and uncoated look at what goes on behind the glossy world of print production. You name it, it's here. The designers who don't know the difference between CMYK and DKNY. The clients who need their Labrador to sign off on a press check.

HOURLY  
MINUTE-BY-MINUTE

Get ready to meet the entire cast of characters—Sully, the all-knowing, eye-rolling printer. Kat, the designer, who's still trying to figure out which end of the loupe is up. And all the rest of the gang. And the best part? All the stories are inspired by real world experiences of printers across the country. After all, *Off Register* is really your show. So why shouldn't they be your stories? With a little comic spice, of course.

See what happens when the ink hits the fan... on *Off Register*.

WHAT IS THIS THING?



A QR (quick response) code is a high density bar code readable by cell phones and simple cams. Customers can quickly interact with the QR-enabled document by pointing their camera at the QR symbol. The recipient will be instantly connected to a QR-coded web page without having to remember any information or type in any promotional codes. The web page can be a coupon, a product promotion, or, in the case of the adjacent QR code, the trailer to The Flo Channel's new series...*Off Register*.

#### Scan the code

to view the trailer to *Off Register*.

#### How to use the QR code

There are many QR reader options. For example, key the URL [get.neoreader.com](http://get.neoreader.com) into your handset's browser. Follow the on-screen instructions to download the correct NeoReader version to your mobile phone. Use the NeoReader application and your device's camera to scan the 2-D code. Then sit back...and watch the ink hit the fan!

**Flo** is the dependable economy paper that helps you stretch your budget without compromising quality or environmental responsibility. Backed by Sappi's domestic supply chain and trusted technical support, Flo delivers the integrity and strength needed to consistently handle the job—all at an economy price.

## Why Flo Sheets?

LET'S ADD A THIRD REFERENCE TO ECONOMY

1

### Work Flo

The integrity and strength needed to consistently handle the mob.)

SP.! → SHOULD SAY "HANDLE THE JOB." ↩

2

### Supply Flo

Backed by domestic supply chain support, minimizing lead time.

3

### Press Flo

Industry standard print quality that is backed by trusted technical support.

4

### Cash Flo

Lean cost structure provides an avenue to generate cost savings.

5

### Critical Color Match

With its near balanced shade, Flo is the printer's choice for color management and for calibrating proofing and printing output devices.

6

### Environmentally Responsible

Boasting 10% PCW, FSC and SFI Chain of Custody and SFI® Fiber Sourcing certifications. 100% of the electricity used to manufacture Flo sheets is generated using Green-e® certified renewable energy.

MAKE BOLD, ITALIC, & UNDERLINE (+) BIGGER



## **The Flo Channel.**

**When was the last time a sheet of paper inspired the creation of a TV show? Or, in our case, a YouTube channel? Flo is the real deal. A paper that gets it. And by “it” we mean everything from a high quality sheet that’s priced for today’s economy to what every printer from Montreal to Manhattan is hankering for: a balanced sheet that blows the blanket on color gamut. A total dream from proof to press calibration. Technically speaking, a paper so close to the ISO 12647-2 standard (as opposed to the oh-so-common ISO 13473-9 standard), it could make your head spin and your balance sheet implode.**

**All of which brings us to the birth of The Flo Channel and its first program, *Off Register*—created for printers. As you’ll see, The Flo Channel is much like the paper it’s named for—a great idea whose time has come.**

**Make sure to catch all the *Off Register* episodes on YouTube, Vimeo, Funnyordie, and of course [sappi.com/na](http://sappi.com/na).**

**Hank**

A schmoozer with a capital Schmoo

**Rick**

A sales guy who aims to please – if only his aim was better

**Ken**

A designer with “vision” – too bad he’s color blind

**Kat**

A design diva who makes Attila look adorable

**Sully**

A fearless printer who’s seen it all, heard it all, and can stomach it all





sd 14%



et.psd 35%



the\_pressmen.psd 73%



LOOKS DEAD.  
MAKE FEEL  
MORE ALIVE

Blankets are not  
always warm and fuzzy.  
Sometimes they are  
soaked with solvents  
and covered in ink.





MORE!  
I WANT TO BE  
ABLE TO TASTE  
THE CYAN!!



↑  
(-) RED  
(+) WONDERFUL

# Sully

Pressman extraordinaire

**Favorite things include**

The smell of Toyo 10406  
in the morning.

*Beaches* – the thing by  
water, not the movie.  
Definitely NOT the movie.

A good beer after every  
press check. Actually,  
rubbing alcohol would  
be fine.

**Known for**

Always making the sheet  
look better than the proof.

**Last book read**

*Maintaining your Sanity*  
by Ludwig von Valium.

**Best advice to young  
printers**

Move it one way, then move  
it back – works every time.



WOOD NEEDS  
MORE GRAIN



Scan the QR code  
to view the premier episode  
of *Off Register*, "Luscious"





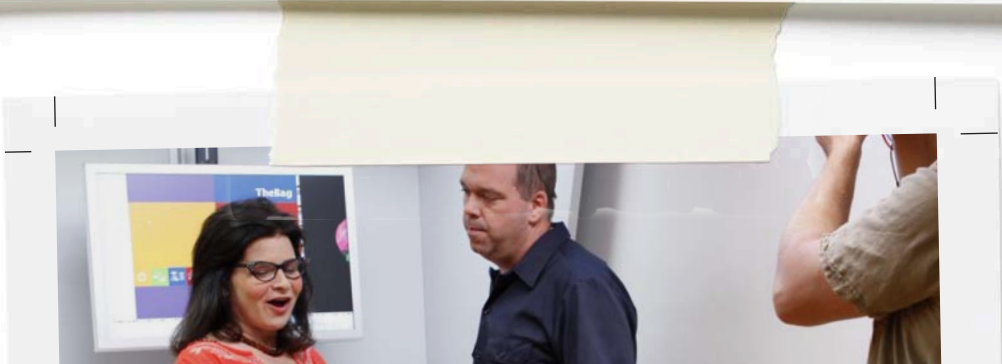


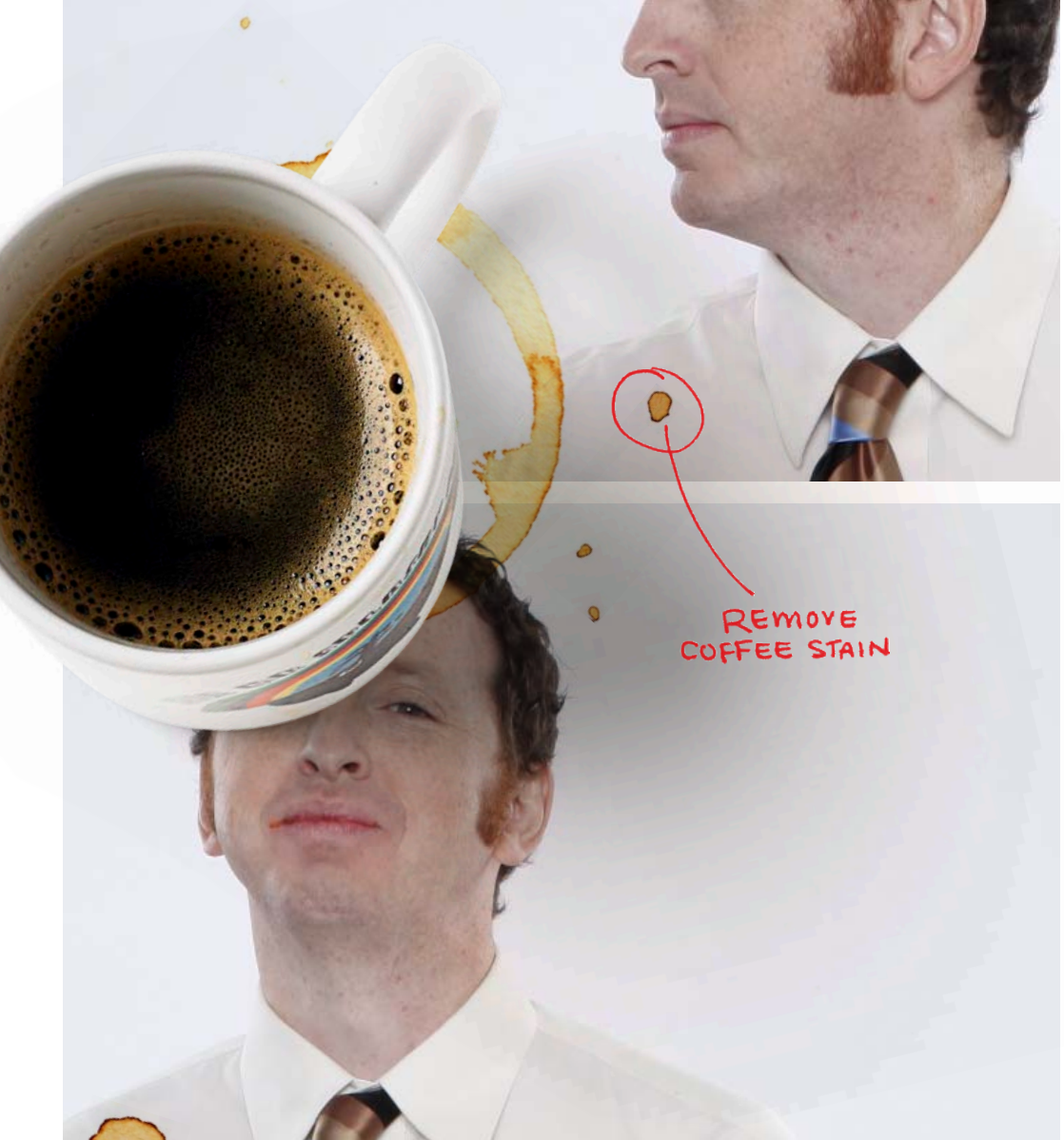
(+) EXTRA GLOSSY  
GLOSS VARNISH

MORE!



40%





# Rick



(+) CONTRAST  
ADD TONE

Veteran sales guru

**Favorite things include**

The ecstasy of a client signing that last form.

Doing everything possible to please a customer – legally, of course.

Playing with my kids – Cyan and Magenta.

Figuring out the PMS color of a Chicken McNugget.

**Last book read**

*What Color Is Your Parachute?*

**Favorite TV show**

*How Cyan Was My Valley?*

**The key to being a great salesman**

Living your job. Or, jobbing your life, if you know what I mean – because I don't.







# Hank



TURN POLO PONY  
INTO A SHOW DOG  
(SEE ATTACHED)



Smooth talking sales meister

**Favorite things include**

Being the yin to Rick's yang.

Pretending I'm listening to a customer when I'm really thinking about my Fantasy Football picks.

**Last book read**

Does *Sports Illustrated* count?

**Favorite color**

Are you for real?

**Favorite charity**

Me.

I NEED MORE  
DROP SHADOW!

SHARPEN



We should have another sheet up in half an hour... actually, let me call the pressman to verify that.

WHERE ARE THE  
GREEN SPRINKLES?  
I NEED GREEN  
SPRINKLES!





(+) FROSTING  
200%

# Kat

OVERALL:  
ADD MORE  
FABULOUS

MORE

MORE



DESIGN THOUGHT  
LEADER

1

Designer

## **Favorite things include**

The ahi tuna at Yichigamyuru in the Shinjuku neighborhood in Tokyo.

Maharishi Indian berry foaming body wash with essential oils and Himalayan salt.

Yanni's Greatest Hits.

## **Last book read**

*The Art of Color: The Subjective Experience and Objective Rationale of Color* by Johannes Itten.

## **Favorite color**

There is but one color... and that is luscious.

## **Greatest wish for humanity**

A world where LOVE was not a four-letter word. Just imagine a world full of LOV.

MORE

TOO FLAT  
PUSH CURVES

My latest creation  
will make the entire  
design community pee  
in its pants, or panties







Colostomy\_27.psd 76%



Kat on screen.psd 84%



Kat\_chitchat.psd 257%

MWAH!!  
THESE PICTURES  
ARE PERFECT



Colostomy\_4.pcd 433%

THREE THINGS THIS IMAGE  
IMAGE IS MISSING:

- 1- LUSCIOUS
- 2- LUSCIOUS
- 3- LUSCIOUS!

MORE ROBERT PATTINSON  
LESS ZACH GALIFIANAKIS

(+) CUTE -  
MAKE ME CRY  
ITS SO CUTE

I NEED  
MORE BLUE!

NEED MORE  
WISPY

MATCH THE COLOR OF  
THIS IMAGE WITH  
THE LUSCIOUS OF THE  
BOWLING BALL.  
X2!

130%  
MORE SMILE

PUSH THE  
PLUSH!!

MATCH  
SHADOW

DO WE NEED A BUMP  
PLATE TO MAKE THIS  
THING PURR?

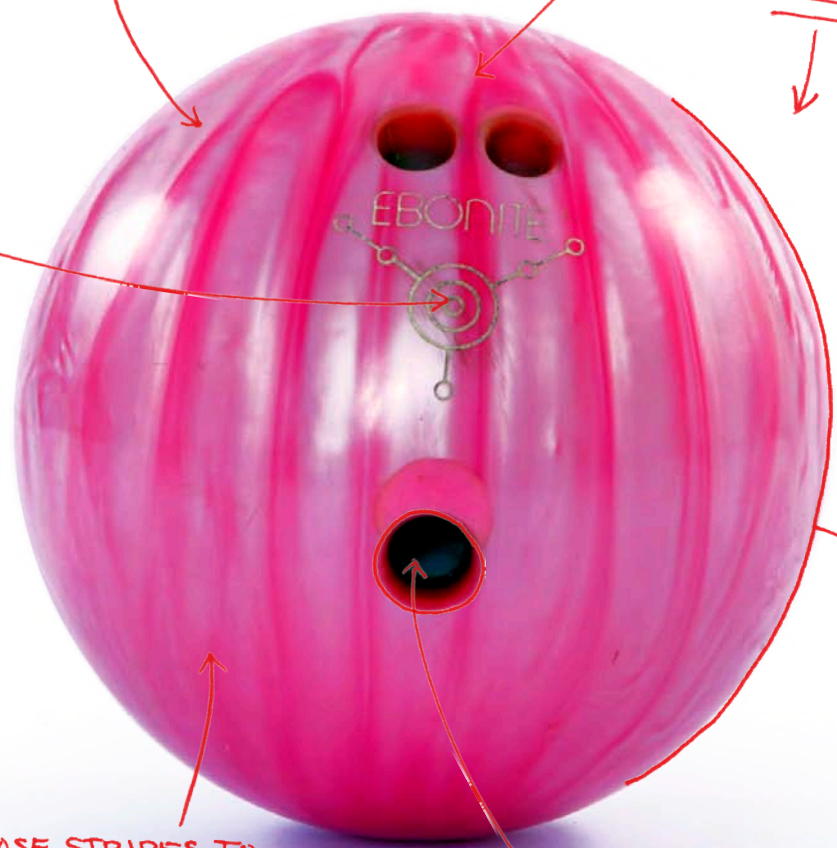


MAKE THIS LOOK LIKE  
THE COLOR OF BRAD  
PITT'S TONGUE!!

THIS IS NOT JUST A  
BOWLING BALL. IT IS AN  
EXISTENTIAL EXPERIENCE.  
MAKE ME FEEL IT!

WHERE'S MY  
LUSCIOUS!

ADD  
MORE



MORE  
ROUND

I WANT THOSE STRIPES TO  
BE AS ENCHANTING AS  
STARING INTO THE EYES  
OF A BENGAL TIGER IN  
THE MANGROVES OF  
BANGLADESH!

MAKE ME  
BELIEVE THIS  
HOLE!





# Ken

VISUAL INSPIRATION  
ARCHITECT

Designer



LESS PENSIVE  
MORE  
INTUITIVE

## Favorite things include

Matching nose hair clippers and earwax remover from Prada.

A lock of Matthew McConaughey's chest hair.

Eating Chef Boyardee Mini Beef Raviolis out of the can. (Tell anyone and I'll destroy you on Twitter!)

## Last book read

*My Passion for Design* by Barbra Streisand.

## Greatest movie of all time

*Beaches*.

## Greatest wish for humanity

To be Susan Boyle for a day.



Ken\_nose\_job.psd 81%

Scan the QR code  
to view episode 2:  
"Designer Disaster"



Rick\_and\_Ken\_pic1.psd 68%



YES!  
NAILED IT





# Share your own outrageous printing story for a future episode of *Off Register.*

Email [offregister@sappi.com](mailto:offregister@sappi.com)

WE ARE PRINTING  
EVERYTHING ON FLO,  
RIGHT?

## Production Notes

### Outside Front and Back Cover

Flo Gloss Cover 100lb/270gsm,  
4-color process, match red plus  
spot gloss varnish.

### Inside Front Cover and Back Cover

Flo Gloss Cover 100lb/270gsm,  
4-color process, match red plus spot  
gloss varnish and spot dull varnish.

### Interior Pages

Flo Dull Text 100lb/148gsm,  
4-color process, match red plus spot  
gloss varnish and spot dull varnish.

*OFF REGISTER* stories are inspired by real-world experiences, but have been fictionalized for dramatic purposes. Characters, dialogue and facts have been changed or embellished. Characters may be composites or entirely fictitious and any similarity to any person, living or dead, is merely coincidental.

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100% of the electricity used to manufacture Flo sheets is generated using Green-e® certified renewable energy. Customers wishing to make claims regarding Green-e® should contact the Center for Resource Solutions at [www.green-e.org](http://www.green-e.org).

10% PCW, FSC and SFI® Chain of Custody and SFI® Fiber Sourcing certifications.



Mixed Sources

Product composed of well-managed  
forests, controlled sources and  
recycled wood or fiber

[www.fsc.org](http://www.fsc.org) Cert no. SW-COC-001563  
© 1996 Forest Stewardship Council



Please help us preserve our planet. If you choose not to keep this brochure,  
please place it in a recycling bin. Thank you.

IMAGE TO  
COME

CAN WE JUST START  
PRINTING, AND WHEN THIS  
IMAGE COMES IN WE'LL  
QUICKLY PUT IT IN PLACE.