



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 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 job.

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.

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"







Pepto.psd 1

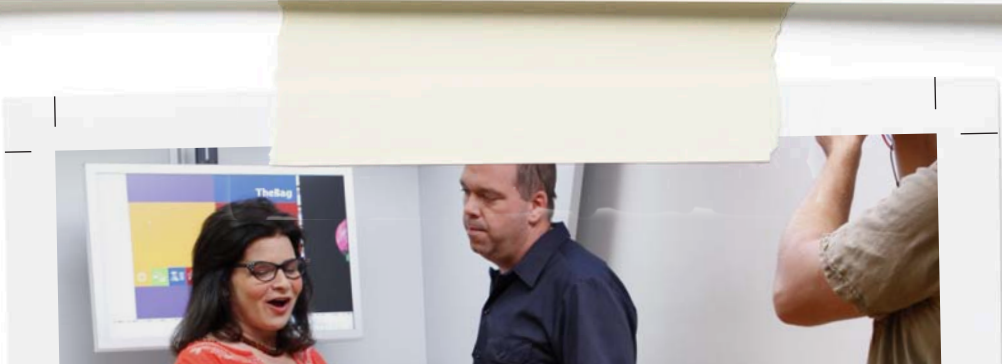


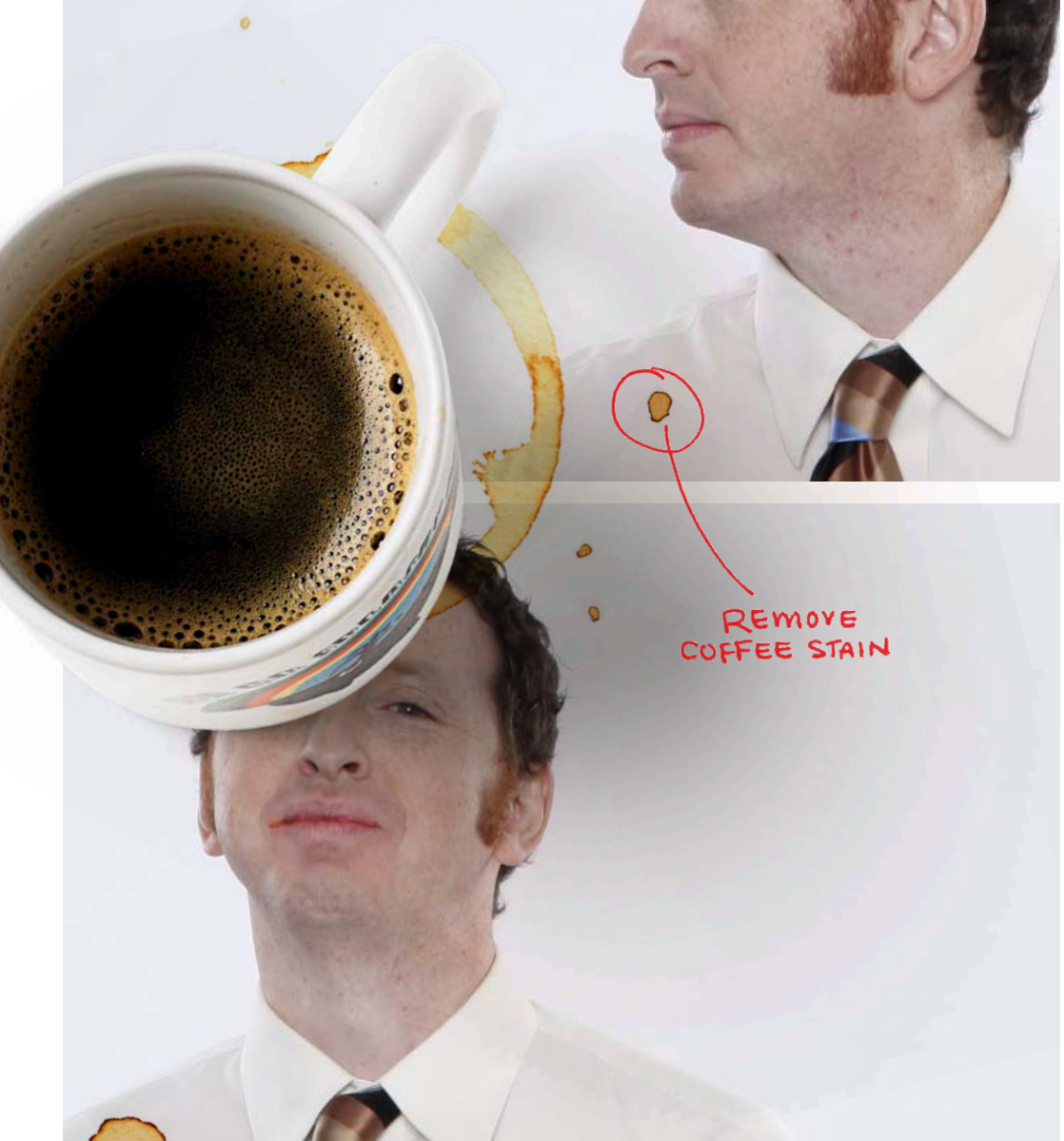
(+) EXTRA GLOSSY GLOSS VARNISH

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.



S40



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

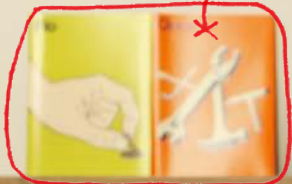
Are you for real?

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.psd 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?

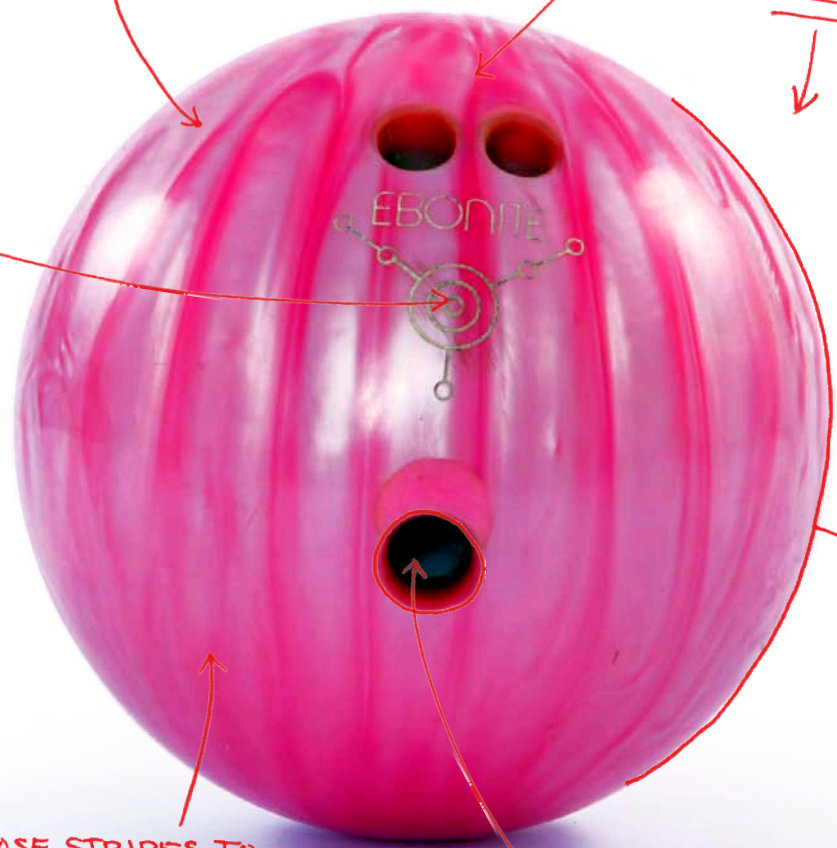


MAKE THIS LOOK LIKE
THE COLOR OF BRAD
PITT'S TONGUE!!

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



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

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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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 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.