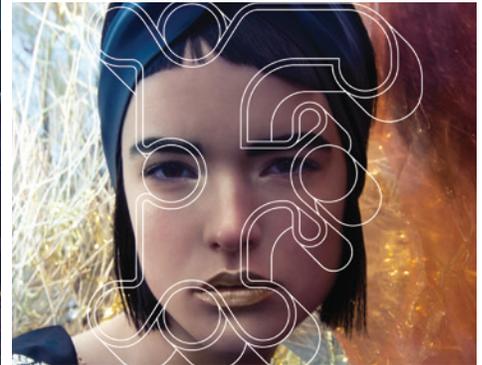


Solutions to move  
your business.



## SAPPI'S OPUS MATTE BEHIND AWARD-WINNING FASHION PUBLICATION

When it comes to setting the tone of a publication, the paper you choose is every bit as important as the content you include. Flash Reproductions chose well.

### THE CLIENT

Since 1969, Toronto-based Flash Reproductions has been meeting the diverse printing needs of small design firms, large organizations and everything in between. In 2007, the company launched Wayward Arts Magazine – a high-quality, not-for-profit publication that showcases Canada's best design studios, printing craftsmanship, and paper. In 2014, this magazine earned them a Best In Category Benny Award for print excellence from Printing Industries of America, among other accolades.

### THE CHALLENGE

Following the success of Wayward Arts Magazine, Flash Reproductions decided to launch a commercial publication. Determined to reach an audience that would appreciate their attention to aesthetic details such as typography, paper texture and more, they opted for a fashion magazine. Fshn Unlimited was conceived.

By nature, fashion photography features lots of bold colours and flesh tones. To do the imagery justice, they needed a stock that would bring out the best in both while also lending strong tactile appeal to the magazine.

“...Opus Matte was the most impressive contender when it came to reproducing imagery and delivering the desired texture.”



## THE SOLUTION

Flash Reproductions presented their challenge to Ariva. Based on their requirements, our team proposed and provided samples of Sappi Opus Matte. This high quality paper, offered exclusively by Ariva, is optically engineered for accurate colour matching. Flash Reproductions put our recommendation to the test, along with two competing paper stocks.

To ensure testing was fair and representative of the task at hand, actual imagery intended for the first issue of Fshn Unlimited was tested on three separate runs, with plate changes in between.

After reviewing the results independently, both Rich Pauptit, the President of Flash Reproductions, and Paul Sych, the publication's designer, agreed Opus Matte was the most impressive contender when it came to reproducing imagery and delivering the desired texture.

## THE RESULTS

The response to Fshn Unlimited exceeded Flash Reproductions' expectations. The first issue, which completely sold out, earned two prestigious awards: a Gold for Art Direction at the 2013 National Magazines Awards, and a Silver at the 2014 Sappi North America Printer of the Year Award. As the exclusive Canadian supplier of Sappi paper, Ariva is proud to have assisted them in their search for the perfect stock and welcomes the opportunity to assist you, as well.

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