



# WE'RE IN YOUR CORNER

## Yet Another Hard-Hitting Solution for Catalogers

**CATALOGS GENERATE MORE REVENUE THAN ONLINE-ONLY COMMUNICATION** and are the cornerstone of a multi-channel strategy, driving customer awareness and engagement. Their tangible value to both consumers and merchants is what keeps print viable. At Verso, we understand that value and we are dedicated to developing the right product and service solutions for your business. So we've engineered our Advocate® product line with lightweight and Enhanced High Bulk (EHB) offerings. Now you've got yet another solution for achieving your bottom line goals.

TALE OF THE TAPE USING EHB			
Scoring Criteria	Advocate® Offset	Advocate® Offset EHB (4 lbs. lighter)	Benefits
Specifications (Brightness, opacity, gloss and caliper)	TIE	TIE	Ability to maintain look and feel
Paper Costs		WINNER	Lighter weight yields savings
Postal Savings		WINNER	Postal cost reduction
Environmental Impact		WINNER	Less raw materials
Efficiency		WINNER	Distribution, productivity and waste savings
Brand Awareness & Protection		WINNER with its great print results and heft	Maintains look and feel

### PACKS A POWERFUL PUNCH

- Advocate is the reigning champion of delivering outstanding printability and exceptional performance.
- Available in an extensive range of basis weights, for both offset and rotogravure presses.
- Lightweight and ultra-lightweight choices provide environmental benefits and allow for reduced total paper and postal costs.
- Hi-bulk and enhanced hi-bulk options enable you to compete in a lighter class of basis weight while maintaining the look and feel of your printed piece.
- Broad manufacturing platform provides flexibility, reliability and responsiveness.

For more information or to consult with one of Verso's solutions experts, contact your Verso sales representative.

**1 800 258 8852**  
[www.versopaper.com](http://www.versopaper.com)



# KNOCK-OUT PUNCH

## CASE STUDY: 34# ADVOCATE® EHB VS. 38# ADVOCATE®

### PROBLEM

A major, national apparel and accessories cataloger was interested in reducing their sales acquisition costs while maintaining the integrity of their catalog brand.

SOLUTION: Product				
	Brightness	Opacity	Gloss	Caliper *
<b>38# Advocate® Offset</b>	72	89	50	2.0
<b>34# Advocate® Offset EHB</b>	72	89	50	2.0

\* based on run average.

SOLUTION: Savings on Paper and Postage				
	Tons Required	Paper Costs	Postage Costs	Total Costs
<b>38# Advocate® Offset</b>	7,144	\$9,287,200	\$12,463,275	\$21,750,475
<b>34# Advocate® Offset EHB</b>	6,392	\$9,076,640	\$11,734,177	\$20,810,817
<b>Annual Savings</b>	<b>11%</b>	<b>\$210,560</b>	<b>\$729,098</b>	<b>\$939,658</b>

Calculations are based on 8" x 10" book, 128 pages, 4MM circulation, 9% waste factor, list price, postal rates effective May 2009, typical mailing profile for a catalog, 8 mailings/year.

### RESULTS

This customer is now producing their catalogs with significant savings on paper and postage. Their catalog has maintained its look and feel, keeping their brand image intact. They are also experiencing other cost and efficiency benefits.

- Improved cash flow – lower spending
- Reduced environmental impact – less raw materials
- Distribution savings – fewer railcars
- Lower warehouse and storage costs – less tons

More importantly, as the customer looks to increase their reach or further optimize their paper, this move to 34# Advocate EHB will serve as a platform for a future move to standard or other lighter weight products. Standard or lighter weight products offer them the advantage of even greater savings on paper and additional operational efficiencies, such as reduced roll handling fees, roll waste savings, and less potential for damaged rolls.

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