

# LEADING THE WAY

**With its mill base in Spain, Clariana is a leading global manufacturer of high quality offset papers and boards for the publishing, packaging and converting sectors.**

**C**lariana is known predominantly for the production of high quality coloured papers, and as an endorsement of this, its Athenea Extra Smooth wove paper 240 g/m<sup>2</sup> quality has been selected to be the board used for the invitation cards for the luxury packaging exhibition – Luxe Pack 2015, which is being held in Monaco.

With over a century of paper and board making experience to its name, Clariana works with some of the most important and leading global brands from all over the world, including names such as Prada, Tiffany's and Brooks Brothers amongst others, providing them with the maximum exclusivity and quality in product, knowledge, experience and service.

But now the company has embarked on a new and exciting development with the production of packaging qualities, commencing with the launch of its new paper – Packlar.

The new range covers all that the market needs and requires in terms of product variety.

Coloured Tissue paper is available in weights 28 to 30, 40, and 45 g/m<sup>2</sup>, and is suitable for personalised wrapping purposes, whilst paper and board is also available in weights up to 400 g/m<sup>2</sup>, making it ideal for laminating, folding boxes and shopping bags. This quality is also available in both wove and embossed finishes, offering four different embossing patterns.

For Clariana, colour matching is an art. Through its vast knowledge and experience of the paper and board making process, Clariana is able to match any shade in any substance, with the customer only needing to provide the required Pantone reference number. In fact, the mill has already produced more than 600 different shades.

Equipped with the latest newly developed technologies, it is able to guarantee the best design and quality of its colours. And, being ever conscious of current market trends, and aware that 'black' paper is the current 'in' colour in luxury packaging, Clariana has developed its new Premium Black quality, which is currently being highly appreciated by the design community.

The environment is also high on the agenda, with the mill having ISO 14001, and since 2007 it has also been able to offer Forest Stewardship Council certified qualities through its chain of custody certification. The mill is also certified to the Programme for the Endorsement of Forest Certification chain of custody certification, providing a double commitment to environmental sustainability, through the sourcing of raw materials from forests that use sustainable forest management practices. **PS**

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[70]

## CLARIANA; CREATING COLOURED PAPERS FOR GRAPHICS AND PACKAGING



**Clariana**

*Creando papeles desde 1892*

*Creative papermaking since 1892*

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For more information on the new Packlar grade, contact our distributor: Brown Brothers • Lee Summers - Managing Director • Tel. 01306 646380 • Email: Lee@brownbros.co.uk • www.brownbros.co.uk