



THE MARKET

Office paper performs an essential role in our day to day lives. In a world where our lifestyle depends on so many things made from non-renewable resources it remains a unique, fully recyclable product made from natural materials.

Technology has dramatically increased the amount of data available to businesses and paper remains an important tool in managing this flow of information. The unique physical presence of paper continues to make it an ideal technology for developing and sharing information and ideas in homes and offices throughout Australia.

The office papers market in Australia continues to grow. In recent years there has been a higher level of consumer focus on environmental issues in the office paper category. In response to this trend, Reflex Recycled continues to grow at well above market rates based on its premium quality positioning. Being Australian made using locally sourced waste paper, Reflex Recycled contributes to reducing Australian landfill.

ACHIEVEMENTS

Reflex is the most recognised office paper brand in the Australian market with close to 100 per cent total recall amongst paper buyers. Following its release in 1984, Reflex was the first office paper in the world to be advertised on television and is now the most widely distributed and leading brand of office paper in the Australian market.

Reflex is ranged across a broad spread of channels from supermarket retailers to large contract



stationers. The Reflex brand was originally launched with the key product offering, Reflex A4. Over the past 23 years, the offer has expanded to include a range of sizes as well as Reflex Unwrapped, Reflex Colours, Reflex Recycled, Reflex Laser and Reflex Platinum.

In 2006, Reflex demonstrated environmental leadership by becoming the first Australian made office paper to achieve Forest Stewardship Council (FSC) Chain of Custody Certification (SW-COC-1966) for A4 Reflex products manufactured at the Maryvale Mill in Victoria.

The FSC is an international not-for-profit organisation which promotes responsible stewardship of the world's forests. Currently, WWF (formerly known as the World Wildlife Fund) considers FSC certification the most credible forest certification system that ensures environmentally responsible, socially beneficial and economically viable management of forests.

HISTORY

By the early 1980s, dry toner photocopying machines had become the dominant office printing technology and demand for office paper was booming. At the time, price was a major driver of purchase, yet research showed that paper buyers regarded quality as more important

than price. Following further market research, local manufacturer APPM rebranded its premium office paper, "Reflex".

To support the launch of this new copy paper brand, a powerful integrated marketing campaign was developed. Success in the form of sales growth was immediate and Reflex went on to become a household name.

APPM became Australian Paper after the company was purchased by Amcor in 1993 and key Reflex products were transferred to Australia's largest paper making complex at Maryvale in Victoria's Latrobe Valley. Reflex was given a further quality boost in February, 1999 with the investment of \$300 million in a new, world class paper

machine at the Maryvale Mill. In April 2000, Amcor demerged its fine papers division to form PaperlinX which was then listed on the Australian Stock Exchange. PaperlinX Office (www.paperlinxoffice.com.au) was formed in 2006 as a new integrated office products business. One of its key responsibilities is the ongoing development of the Reflex brand.

THE PRODUCT

Over the past two decades, Australians have continued to rely on Reflex for its superior quality, reliability and performance.

Reflex maintains its premium quality, consistency and reliability by using advanced technology during the manufacturing process. The paper surface has been specially developed to ensure guaranteed performance. Paper quality



is optimised and maintained in a protective gloss ream wrapper. Whiteness is carefully controlled for ease of readability and accurate colour reproduction. The underlying brightness ensures superior appearance in a variety of lighting conditions including normal daylight. Each production run is strictly monitored for whiteness to ensure consistency with every ream.

Reflex has always placed a strong emphasis on quality control, demonstrated in its 100 per cent guarantee to not jam or curl. Every production run of Reflex is carefully tested against quality and performance specifications. Test results are fed back into the design of Reflex in a continual cycle of quality improvement.

Built-in curl control means trouble free feeding through printers and copiers; ideal for both single and double-sided printing and copying. The paper is regularly tested on a wide range of office equipment at the Maryvale Mill's Copy Test Centre to ensure Reflex performs reliably through the variety of paper paths, fusing temperatures, feeding mechanisms and speeds employed by different makes and models of printers and copiers.

RECENT DEVELOPMENTS

Reflex continues to be proactive in identifying customer needs and responding to market forces by tailoring its products accordingly.

In 2004, a recyclable gloss ream wrapper was introduced to reinforce the premium quality positioning of the Reflex product range. This new wrapper enables improved print quality of messages on pack. The glossy outer layer also acts as a moisture barrier to protect each Reflex ream.

The Reflex packaging design was revitalised in 2005, integrating visual design elements to increase the impact of the brand. Product benefit and positioning statements were updated to inform consumers at point of sale.

Other packaging improvements include the zip opening carton for Reflex A5 and transparent wrappers on Reflex Colours to help consumers make an accurate colour choice.

As technology advances, usage of colour laser copiers has increased and improved print presentation is in higher demand within the office



environment. Capturing the need for a prestige office paper, Reflex Platinum was launched with enhanced whiteness, thickness and smoothness to allow businesses to create the best impression with their special documents.

Shaped by the public's growing environmental concern and demand for products with higher recycled content, Reflex Recycled has also been



increased from 35 per cent recycled content to 50 per cent, diverting additional waste paper from Australian landfill. It is also now FSC certified. The quality of Reflex Recycled is as white, bright and smooth as premium market leading Reflex Pure White.

PROMOTION

Since its TV launch in 1984, the Reflex brand has continually been promoted through television advertising. Consistent advertising of the core Reflex message "Always Rely on Reflex" has resulted in exceptional brand awareness for Reflex.

The Reflex television launch began with the *Chairman* in 1984 and was followed by the extremely successful Reflex Action television campaign, including *Spinning Chair* and *Falling Ladder* which were augmented with high impact special effects.

In 1996, Reflex introduced the famous *Bungee* jump advertisement, again using revolutionary special effects to send an office worker flying through the air to pick up a pack of Reflex from a delivery trolley. The campaign proved to be so popular that it continued to be screened until 2002.

In 2002, Reflex introduced the memorable "Never

Always Rely" campaign, featuring the unreliable Jason in *Header* and Zena, the receptionist in *On Hold*. The campaign was extremely successful and received two Australasian Television Awards trophies in 2003, including Best Use of Humour and a short-listing for Commercial of the Year.

The whiteness of Reflex was significantly upgraded in 2004 which led to the development of a new series of commercials. This campaign created a businessman obsessed with whiteness. Of course when his PA, Lily White prints an important submission, she chooses Reflex Pure White. Two advertisements were created in this series with the first promoting the new level of whiteness and the second demonstrating the quality of Reflex Recycled. The *Mr White* campaign confirmed the premium positioning of Reflex and also informed paper buyers that choosing recycled paper does not have to mean compromising quality.

In 2006, Reflex launched the *Innocent Printer* television campaign. The new advertisement saw an office printer sent to jail for a crime it did not commit. However the viewer learns that it was really inferior paper rather than the printer which caused the paper jam. This commercial emphasised the importance of choosing reliable office paper with the message, "For Better Performance, Always Rely on Reflex."

BRAND VALUES

Since its launch in 1984, Reflex has been positioned around the core brand value of reliability.

As the range of Reflex varieties has increased, paper buyers have also been able to rely on Reflex Colours to get their messages noticed, Reflex Platinum to create

the best impression, Reflex Recycled to get involved in reducing Australian landfill and FSC certified Reflex to make a difference with their purchase decision.

Reflex continues to meet changing market needs with proven reliability.

THINGS YOU DIDN'T KNOW ABOUT REFLEX

- Every pallet of Reflex Recycled saves two cubic metres of Australian landfill.
- Reflex Pure White A4 is Forest Stewardship Council certified and made from sustainable timber sources only.
- The majority of Reflex is made on a \$300 million paper machine at the Maryvale Mill in Victoria's Latrobe Valley which runs at 900 metres per minute.
- One reel of Reflex paper takes about 1 hour to make, is 7 metres wide, 45 kilometres long and can be cut into almost 10,000 reams of Reflex.

