

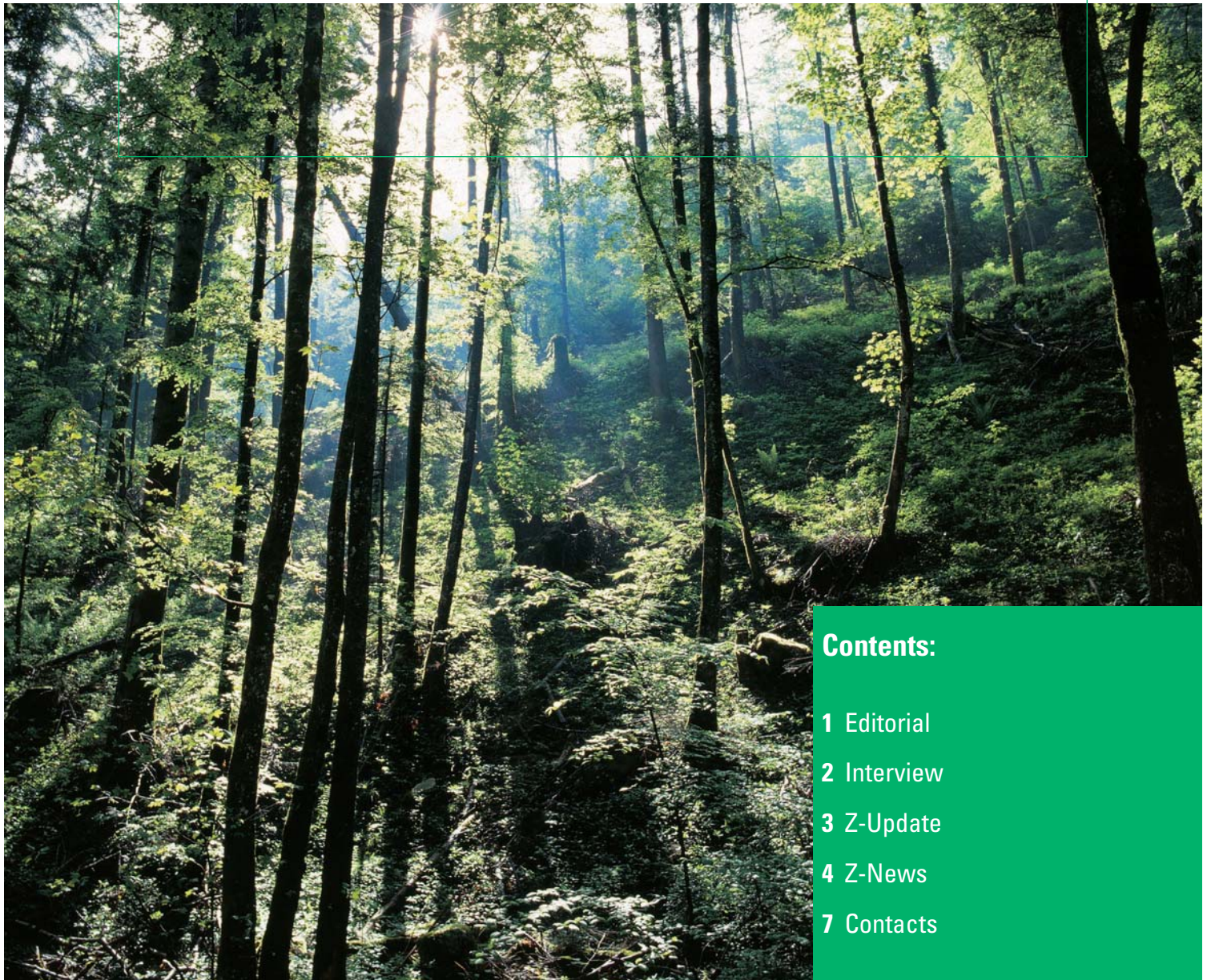
ZIEGLER

P A P I E R

Z-Info

English

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Editorial



Dear Readers

Anything that can't go on forever will stop (Herbert Stein 1916 –1999). Last year at this time, the paper industry was breaking records in respect of the volumes it was producing, this summer now echoes again with bitter complaints. No orders for pulp are coming in from China and the US economy has bogged down! And what about things here in Europe? In a situation like this, we are feeling the pinch, as well. But what are our feelings of pessimism today or our optimism of yesterday actually based on? If we ask the economists, we receive answers that – although correct – really don't help us all that much. Recently, I have talked to American economic experts, to Chinese paper specialists and to a good many customers in Switzerland and Europe. But despite all this, I am still unable to say what the second half of the year 2001 will bring for the paper industry. There is only one thing I'm certain about: here at Ziegler Paper Mill, we will be making the most of the coming autumn! By offering you, our customers, the best possible solutions and by continuing to improve and to optimise our papers, our advisory services and our logistics. Evidence of this is the fact that we have developed the new OffZETT^w branding for our Z-Offset W, an entire product line for all-round application (see interview). Or the construction of a new warehousing facility to ensure that we can react more flexibly to your orders at peak periods. Or the inauguration of a pilot coating plant that will enable us to understand the requirements of our industrial customers better. All this and more is reported on in this issue of Z-Info. I wish you interesting reading. And don't forget to give me a ring if you happen to know more about what the future holds than I do.

Yours

Urs Ziegler

Interview

OffZETT^W, CopyZETT^W and CouZETT^W

The complete range of natural white paper

Z-Offset W and Z-Copy W from the "Green Line" of Ziegler Paper Mill can be combined together ideally thanks to their shared colour tone and quality. To enable this advantage to be exploited more effectively in the future, these two natural white paper qualities have been renamed: as from summer 2001, they will be known as OffZETT^W and CopyZETT^W respectively. Also available will be envelopes designated CouZETT^W to round off this range of superb natural white creative papers. Ziegler Paper Mill will be providing resellers, printers and creative users with a comprehensive promotional module that will prompt end-users to opt for this top-flight range.

Z-Info: The repositioning of natural white Z-Offset W and Z-Copy W papers is a result of the "Z-Optima" project that has been running at Ziegler Paper Mill since the end of last year. What are the aims of this project?

Mirjam Hunziker: Everything started with a study of customer satisfaction that we commissioned from the IHA market research institute. The "Z-Optima" project is Ziegler's answer to the findings of this survey. It has included a variety of measures, such as the restructuring of our manufacturing cycles and the upgrading of individual products. But now "Z-Optima" is going even further. All the members of our staff are playing a role within the project to help Ziegler Paper Mill better understand, develop and exploit its strengths. This includes focussing on top-quality niche products. We intend to recognise the needs and problems of our customers and to provide them with custom-tailored solutions. In a nutshell, "Z-Optima" means orienting everything that makes Ziegler Paper Mill what it is – our products, service and product development – to the requirements of our customers and by so doing to optimise all this. Several internal project groups are currently implementing a number of planned innovations, of which the repositioning of Z-Offset W and Z-Copy W from our "Green Line" is one of the major projects. As from this summer, these two papers will be renamed OffZETT^W and CopyZETT^W.



Mirjam Hunziker, Deputy sales manager

What are the reasons for changing the names of successful products that are already well established?

There are no substantial alterations being made to the quality or colour tone of OffZETT^W and CopyZETT^W. Hallmarked by their ecological orientation and available in weights of 80 through 240 gsm, these premium-quality natural white papers for creative applications can be ideally combined with each another. With our "ZETT^W" concept, which includes the repositioning and renaming of the two products as well as a comprehensive promotional package for the presentation of our "Green Line" as a universal product line, we intend to underline the fact that we are not merely offering individual papers, but complete solutions.

How do customers benefit from this solution?

The "ZETT^W" concept is intended to appeal through paper resellers to printers, to creative people in advertising agencies and also to companies that are looking for the ideal paper. For the paper resellers who stock our natural white range with the matching envelopes, we are providing a comprehensive promotional module that will enable them to get the benefits of our solution across to their customers more effectively. For creative users, on the other hand, it is important to know that our "Green Line" gives them the opportunity of building up an entire corporate design, for instance, uniformly on the basis of these natural white papers. This not only makes their selection of the right paper much easier, but also simplifies ordering the necessary papers, which we guarantee to supply without delay. With OffZETT^W, CopyZETT^W and CouZETT^W, companies are able to position themselves accurately in their market segment by means of an outstanding paper and thus ensure that all their printed matter stands out from the competition – for instance, by using the fact that these papers are bleached without the use of chlorine to underline their concern for the environment. In this way, there are also benefits for the end-user who opts for our "Green Line" as the ideal alternative to extra-white papers. In comparison to similar papers, OffZETT^W is unbeatable in terms of thickness, volume and opacity. In this respect, the excellent opacity plays a pivotal role for our CouZETT^W envelopes.

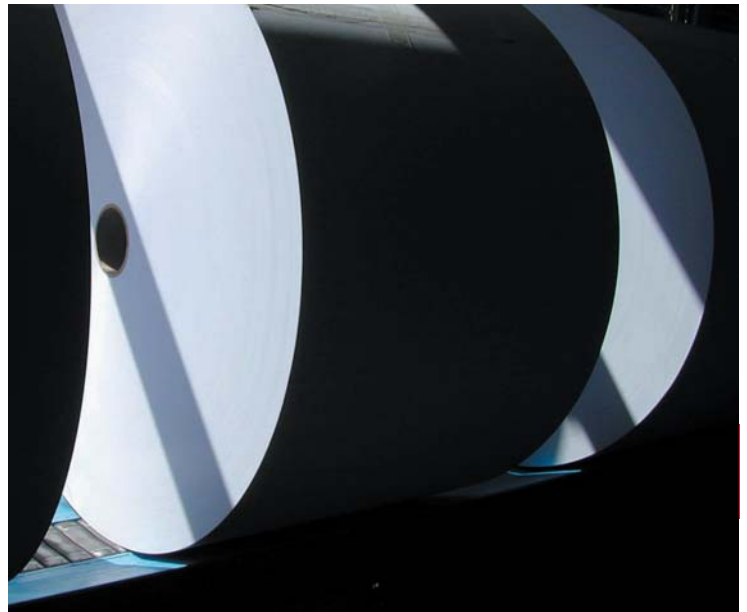
What particular applications are OffZETT^W and CopyZETT^W suitable for?

Their applications are virtually unlimited: for instance, for letter heads, envelopes, visiting cards, postcards, greetings cards, continuous forms, annual reports, image brochures, art books or for complete corporate designs. They are ideal for printing – on laser or inkjet printers –, for copying, embossing, stamping, binding, etc. OffZETT^W and CopyZETT^W are

premium-grade creative papers for discriminating users that make an active contribution to the final design: thanks to the paper's natural white tone, pictures appear more natural and have more atmosphere with softer contrasts.

A great solution for everyone who has decided on natural white business paper or printed matter and thus for something really special!

There is a lot of interest in our natural white "ZETT[™]" papers, as we call them in-house after the promotional concept, and demand is currently very heavy indeed. Paper resellers who are interested in stocking the entire range are being given effective support in the form of a comprehensive sales module which facilitates sales activities and which can be customised to meet individual requirements.



Design competition 2002

In recent years, annual reports printed on Ziegler paper have been awarded prizes in a special design competition. Ziegler Paper Mill now intends to give awards for entire corporate designs that are based on papers from the "White Line" or "Green Line". Further information on this will be made available at a later date.

Z-Update

White Line

Z-Bond Classic and Z-Offset – universal applications

Z-Bond Classic papers in weights from 40 to 150 gsm and Z-Offset from 80 to 400 gsm from our "White Line" enjoy a vast range of applications: for instance, as package inserts for the pharmaceutical industry. For this application, Z-Bond Classic in 40 and 50 gsm weights is used, which rates above 10 on the Ciba scale (degree of whiteness). Or for applications in large computing centres, where 80 or 90 gsm Z-Bond Classic is printed on both sides on laser printers. Here stringent demands are placed on the paper in respect of flatness, curl and stacking. Z-Offset in 110 gsm is used in waterresistant and water-repellent versions for outdoor posters (offset printing). Thanks to the high level of opacity and good run-ability on the machine, Z-Offset – with the designation Z-Mail – is also used for the production of envelopes. Higher weights are also ideal for covers and visiting and greetings cards. Papers from the "White Line" are also suitable for self-adhesive labels, self-copying paper and, as mentioned above, envelopes.

New additions to the range: Z-Opalin and Z-Plakat plus

New additions to the "White Line" are Z-Opalin and Z-Plakat plus. Z-Opalin is an opalin-e card, which will initially be available in weights of 150, 170, 200 and 240 gsm.

Z-Plakat plus is intended for outdoor posters. Its blue-coloured reverse side makes it completely opaque. Currently, the front side of Z-Plakat plus is uncoated, although a coated version (pigmented) is in the pipeline.

Green Line

Repositioning of Z-Offset W and Z-Copy W

The "Green Line" range covers all natural white papers from Ziegler that unite a deliberate policy of environmental friendliness with a creative touch. In order to reposition our successful Z-Offset W and Z-Copy W products and to clearly underscore the potential benefits of combining these two papers, they will henceforth bear the names OffZETT[™] and CopyZETT[™] (see interview on page 2). They are complemented by our CouZETT[™] envelopes in the same colour tone and quality. We are providing resellers, printers and advertising agencies with a comprehensive sales module called "ZETT[™]" that will make it easier for them to present

the products from our "Green Line" as a complete range with their uniform top-quality natural white tone.

GMP certificate for Z-Pharma

Z-Pharma from our "Green Line" is the ideal paper for package inserts for the pharmaceutical industry and is available in weights of 40 and 50 gsm. In order to demonstrate that we meet the rigorous demands for quality in this sector, we have undergone GMP certification (Good Manufacturing Practice). This label allows us to supply pharmaceutical companies with our paper direct.

Red Line

Z-Plot 850 – the first coated inkjet paper from Ziegler

Our "Red Line" consists primarily of inkjet papers, with emphasis being focussed on paper for large format printing and CAD (computer aided design) applications. Increasingly, our papers are also being used in the graphic arts sector and for posters and proofs.

In our new Z-Plot 850, we have now developed a coated inkjet paper that is principally intended for use in graphic arts and CAD applications. We plan to produce Z-Plot 850 in weights of 90 and 120 gsm and probably in one or two higher weights. Initially, however, Z-Plot 850 is available only in 90 gsm.

Yellow Line

New laboratory coater speeds up development of Z-Script

When we talk of our "Yellow Line", we mean all the papers that we produce as base papers specially to customer specifications or for particular applications. These papers include Z-Script, which is available in weights from 60 to 180 gsm. On the one hand, Z-Script serves as a base paper for aluminium laminations (gift-wrapping paper, labels, etc.) and on the other as a PE base paper for glossy and matt photographic papers or for use as a release liner.

This is the core focus of our development, which will be considerably accelerated thanks to a new laboratory coater that will be going operational this September. This pilot plant will make it possible to simulate the film press in the paper machine and thus obviate the necessity for trials to be continually carried out on the machine itself.

Z-News

New systems for quality, environmental and safety management at Ziegler

For the first quarter of 2002, Ziegler Paper AG has set itself the goal of obtaining certification for its quality management system in accordance with ISO 9001:2000, environmental management system in accordance with ISO 14001 and on-job safety in accordance with EKAS RL 6508. The corporate management is being aided in the certification process by the ISO-certified consulting company of KULL Industrie-Management AG in Reinach. We asked Hermann Kull about the "ZIQLUS" project.

Z-Info: What is the purpose of the "ZIQLUS" project at Ziegler Paper Mill, in which you are involved as an external consultant?

Hermann Kull: The objective behind "ZIQLUS" is to restructure the existing ISO 9001 Rev. 94 quality management system in line with the new process-oriented ISO 9001:2000

standard, which has been in force since 15 December 2000. In addition, the company is aiming to achieve certification of its environmental management system in accordance with ISO 14001 Rev. 96 and labour safety in accordance with EKAS RL 6508. This combined system is both sensible and economical. But the demands are very high, and to date only a small number of companies in Switzerland have been granted certification in respect of all three standards. Annual audits of performance carried out by external certification agencies after certification will subsequently ensure that Ziegler Paper Mill continues to maintain its declared processes and procedures and to comply with the legal requirements in force and with the standards that have been agreed with customers.

**Why is Ziegler Paper Mill going to all this trouble?
 Couldn't the company continue to operate successfully
 without these new standards?**

The forms of certification that are being aimed for oblige the company to maintain the standards that are in force and to ensure that these are complied with in all processes. While quality management underscores the efforts made to ensure customer satisfaction and to constantly make improvements and increase efficiency, the demanding requirements in respect of environmental management document Ziegler Paper Mill's commitment to its ecological responsibilities and its intensive endeavours to comply with all legal regulations and other requirements. Staff, customers and suppliers can be proud of the company's performance and products and, in particular, of its careful use of resources, avoidance of waste of all kind and reduction of emissions to an absolute minimum. The corporate management of Ziegler Paper Mill is fully committed to its responsibilities and aware that acceptance and trust can only be attained through a continuous policy of openness and frank information.

What does the certification process look like?

Defining, implementing and optimising processes require ongoing intensive cooperation with customers, suppliers and staff and – because of influences both on and from the outside – with the authorities and the general public. Readiness to engage in dialogue with all parties involved plays a major role in the processes themselves, in their planning, implementation, monitoring and in all measures taken to improve them. All members of staff and partners are included and are invited to provide their own thoughts, suggestions and ideas for improvement. This requires motivation for these

parties to become involved and to identify with the "ZIQULUS" project. To ensure that quality, safety and environmental polices are implemented effectively, the corporate management is drawing up concrete objectives and introducing measures for ongoing enhancement so that the new standards are met appropriately in all areas. The current status of the project indicates that restructuring will have been completed by December 2001. Plans are for certification to be obtained during the first quarter of the coming year.

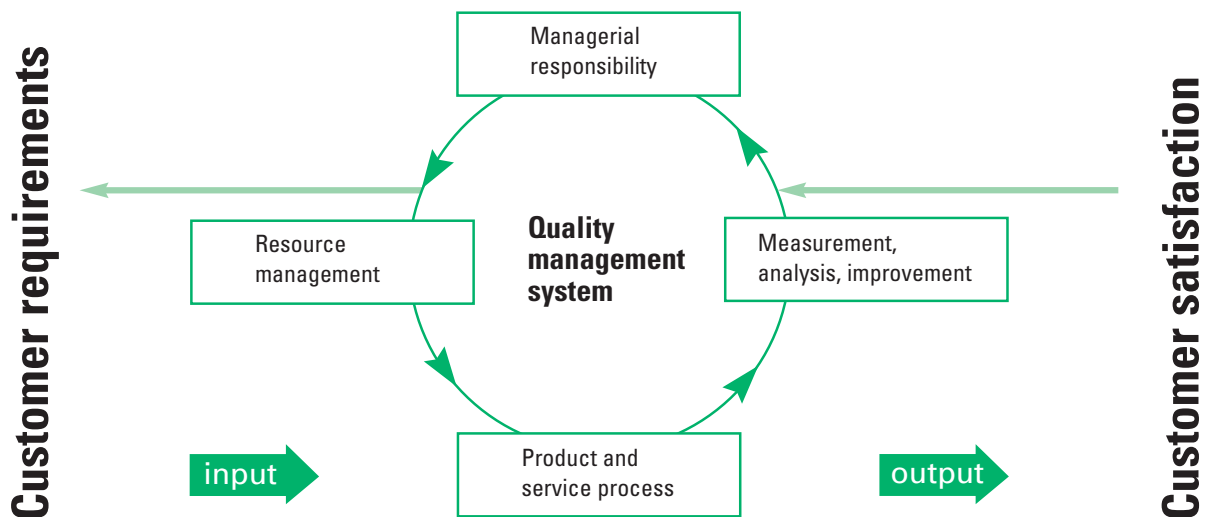
What will this mean in concrete terms for customers?

The efforts being undertaken are targeted to ensure that Ziegler continues to be a reliable partner for its customers, at ensuring that it manufacturers and supplies in line with demands and expectations and provides its expertise in offering guidance and fulfilling special requests at all times. Customer satisfaction requires processes that are controlled and assured by means of a clear corporate policy, together with solid training of staff and appropriate utilisation of resources. Each and every activity is looked on as a process in this context which makes its own individual contribution towards this lasting and sustainable goal. There is no viable alternative to this constant readiness and willingness to meet customers' requirements and the expectations of both the partners and the public at large.

And for Ziegler Paper Mill itself?

Ziegler Paper Mill attaches great importance to observing the major aspects of economy, quality, environmental protection and health protection, as well as meeting its social commitments in every one of its activities and at every phase of production.

ISO control loop





Work started on new warehouse to facilitate dispatch

Construction has been under way at Ziegler Paper Mill since August of this year. By March 2002, the large area in front of the office block will boast a brand-new warehouse. This facility will provide 2000 additional storage spaces for webs of paper and finished products and will thus replace the external warehousing previously used by Ziegler Paper Mill. The new building will bring a number of logistical benefits as well as providing three additional dispatch ramps that will make loading trucks far more efficient. This will enable us to meet added demand at peak periods. When construction has been completed, there will also be 50 parking spaces available for staff and visitors to Ziegler Paper Mill under the building. The erection of the new warehouse also means that there will be some modifications to the entrance area of our office block. So there will be some changes to look forward to the next time you pay us a visit!

We will be at **PAPERWORLD 2002** in Frankfurt

from **Saturday 26th – to Wednesday 30th January 2002**

I will be seeing you there and require 1 admission ticket

Please send it to:

Surname _____

First name _____

No. & street _____

City & postcode _____

Company _____

Please send this order form to:

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