



Specialty Papers Defined

Why Specialty Paper Anyway!

With so many variations of paper to choose from, we at Cheever wanted to briefly explain when the paper industry says “Specialty Papers”. We are not talking copier paper, that is the biggest misconception about these papers. Below are the characteristics that define these “Specialty Papers”

Characteristics of Specialty Paper

- + Unique, Differentiated Product
- + Small Volumes
- + Cost Effective, Yet High Margin
- + For a Specific Product, Few Producers, Few Customers
- + In Aggregate, Many Produces, Many Customers
- + Unique Combination of Features
- + Unique Coatings
 - o Print quality, ink jet, barrier properties, active and intelligent
- + Unique Additives
 - o Color, strength, performance, security
- + Unique Sheet Structure
 - o Strength, print quality, performance, ultra-light, special finishes

In relation to the Markets, where do Specialty Papers fit in. Product sales for Specialty Paper falls into the markets of Introduction and Growth. Maturity and Decline markets are where the Commodity paper lives.

Globally, Specialty Paper had a volume of 2.3 million tonnes in 2012 and is expected to grow 2% annually to reach 2.5 tonnes by 2018.

Offerings

Who Is Producing This Paper

- + Specialty Paper Mills
- + Old Commodity mills that are no longer profitable in the Commodities
- + Many small paper converters

Opportunities in Specialty Paper

- + Existing Products – new markets/customers
- + New Products – new customers
- + New Products – existing customers
- + Products new to the Market

Examples In Place and Future

- + Security and Brand Protection
- + Barrier protection – papers with different hold outs for grease and water
- + Medical – Wound care.

- ✚ Biodegradable Film
- ✚ Bio-based Films
- ✚ RFID – printing of RFID on various surfaces
- ✚ Flexible Packaging
- ✚ Smart Packaging – imbedded RFID components to know when to re-order a number.

Types

With the major base papers listed below, it really becomes “specialized”, when a coating is added. Most often a Silicone is added to both or one side. (This White papers’ purpose is not to explain these details of coating, we will tackle that in an up and coming paper.) There are a vast amount of “coatings” that can be applied and this is one of the reasons each paper ends up falling into a “Specialty Paper” category. This is also due to the usage of the paper in the Market. These papers are often used in a very special function, process or decorative way. A release liner used in a medical bandage that can be removed and reapplied to the skin several times without causing discomfort is a great example.

- ✚ Kraft Paper
- ✚ SCK
- ✚ Glassine
- ✚ Parchment
- ✚ Greaseproof
- ✚ Quilon

What End Users Are Looking For

The combination of a Specialty Paper with an adhesive that allows for a certain release level or slip has been the growth areas. This has led to small paper converters and Independent sales representatives working very close with customers to design these offerings. Often it is not the large mills that have this agility to get to a customer in quick fashion and design a solution.

Specialty Paper takes time. Meaning the process of finding the correct combination of paper and adhesive, getting samples from the supplier, trialing these samples, negotiating order quantities takes several months’ even years. Working with suppliers to receive samples is often the hardest of the process. The customer only needs small “hand-sheets” to test, but the manufacture has to run a small trial roll to make the sheets. The two are almost always out of sync. Often the customer will have to provide and adhere to certain volumes before the supplier will provide hand-sheets or produce a trial roll. This is where the frustration comes in – how do you know volumes when you are designing a product – you don’t. You need samples, samples and more samples.

Other items customers are looking for in a Specialty Paper, are Cost Reduction, Performance, Lower basis weights, Better runnability and low cost materials. If the manufacture can run faster line speeds or increase the hold out or have better sealing, this will all make up for a cost savings to the customer. Other properties that effect your paper or cost are: Ovenability, Wet strength, Thermal Stability, Graphics. Depending on your project, these are the factors that you can manipulate to find that balance between cost and performance. There are so many great alternatives in the Specialty Paper market to review and research before your next project. The internet provides your first step, once you done all your research please contact us at Cheever to answer any of your questions.

