

San Mauro Torinese June 16, 2011

Burgo Respecta 100. The new coated paper that is splendid on the outside and precious inside

Burgo is launching Respecta 100 in Europe. It is a coated paper with FSC® 100% recycled certification, splendid on the outside and precious inside, ideal for the prestigious publications with which you intend to underline your message of attention to the environment, to nature and to the world around us.

Respecta 100 is 100% splendid on the outside: because its impeccable colour reproduction, excellent opacity and outstanding printing gloss guarantee excellent printing results, while its lovely silky surface enhances our creativity.

Respecta 100 is 100% precious "inside" because it contains 100% post-consumer recycled fibre, and guarantees the environmental benefits of FSC® certified paper. It magnifies the message of environmental and social responsibility of the communications tool, so that it is perfect for environmental and social responsibility reports, photographic books, brochures, covers and green issues of magazines.

Respecta 100 is 100% respectful of the environment: because with each tonne of Respecta 100 you emit 100 kg less CO2 than with a traditional coated paper, and it uses energy from high-efficiency cogeneration plants.

The Respecta 100 message is depicted in an original way by an alkekengi, a flower that resembles a red Chinese magic lantern and produces a surprising and tasty orange fruit.

In the new dedicated website, www.burgopapers.com/respecta, a captivating, understated video guides you through the Respecta world. A world that numerous important names have already turned to for their projects.

The site illustrates several examples and also gives visibility to other works printed on paper from the Respecta range.

Respecta 100, Respecta (FSC® Mix) and Respecta 60 (FSC® MIX - 60% of recycled fibre) are all part of a complete family of FSC® (credit system) certified coated fine papers, each one with distinct characteristics, and all perfect to firmly state a responsible choice in favour of nature.

The Respecta 100 is sold in United Kingdom through **Amadeus 100** from Denmaur Independent and **Evolution 100** from Premiere.

For additional information: www.burgopapers.com/respecta or find us on YouTube and Facebook.