

Altavilla Vicentina, January 28, 2008

## **LARIUS. A special paper for "The Cal"**

It is the Burgo Group's top of the range classic coated paper, the only paper in Italy that can boast the "Pro Arte Imprimendi" mark, and the first choice for particularly refined and demanding jobs like the Pirelli calendar, the Calendar par excellence.

We are talking about Larius paper, which has been chosen once again (for the sixth time since 2001) for The Cal.

Larius is made by Mosaic, the Specialty Papers division of the Burgo Group, and produced in the plant in Lugo di Vicenza, which specialises in the manufacture of niche products with a high added value, top of the range coated paper, one-side coated paper (for labels, shopping bags, posters, flexible packaging) and one- and two-side coated light cardboard for the rigid packaging market.

The work for the Pirelli calendar is an appointment that involves the entire paper mill. "The order for Larius Matt Satin 300 g for the 2008 Pirelli calendar was received in September," explained Plant Manager Ernesto Polga, "and our task force immediately got to work to select the cellulose, to define every detail of the various manufacturing stages and to carry out the printing tests. This meant that in three weeks we were able to deliver a paper that met the demands of this prestigious customer in full. Producing tailor-made special paper is a feature and a strength of our plant." "The entire batch obviously undergoes rigorous testing, not only thanks to the sophisticated machinery in the plant," said Anna Franchina, head of Quality Control at the plant, "but also to our tradition as 'craftsmen' of paper. Here at the paper mill we combine technical quality, passion and human experience. We have two workers here, who joined the company as young girls and have built up years of experience, and they personally check the product samples to ensure that the sheets are without the slightest defect."

Larius Matt Satin is not the only Mosaico paper manufactured in Lugo di Vicenza, a small town on the right bank of the Astico river, with a paper-making tradition that goes back to the late 16<sup>th</sup> century. The plant, which was founded in 1840 and acquired by Burgo in 1933, currently employs 270 people, and operates a PM1 and a PM5 paper machine and a cogeneration plant with two turbines to produce electricity and steam. In the last century, the plant was affected by the same ups and downs as the rest of the Italian paper industry, but its benchmarks remained product quality and innovation, to which all the latest investments were dedicated.

Machine no. 5 produces primarily one-side coated paper, much of which has a kraft base, for the label, self-adhesive, flexible packaging, shopping bag and poster advertisement market.

Machine no. 1, on the other hand, is dedicated above all to the production of luxury coated paper (Larius, Passion 13, and Texa), coated paper for digital printing (Mizar) and one- and two-side coated cardboard for the rigid packaging market (Prisma). It is also equipped with a laminating machine that produces playing cards with a layer of black glue inside.

### *Technical notes:*

Larius, the classic coated paper from Mosaico (the Burgo Group Specialty Papers division) has a smooth surface and excellent brightness, qualities that generate outstanding results. These features make it the ideal support for prestigious projects, producing perfectly defined images, bright colours and intense contrasts. It is available in white and ivory, with a gloss or matt satin finish, from 115 to 350 gsm, and ivory satin from 135 to 300 gsm.