

Boardpaper



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Stora Enso Consumer Board Newsletter 2/2018



The future of books

Different formats for different content.

World Book Day

celebrated reading in 100 countries.

The public fell for a puzzle

in the Stora Enso Recreate
Packaging design competition.

Dear Reader,

In this issue of Board Paper we will focus on the future of books. It is an interesting topic for a paper and board supplier like Stora Enso, but also for anyone interested in changing lifestyles, consumer behaviour and the media landscape. You might think you know what's happening, but leafing through this issue's insights, you might learn something new!

Enjoy reading!

Sanna Heiskanen, editor

Customer insights: The future of books

How will we enjoy reading in the future? What will be the role of books in our lives twenty years from now? Important questions for us all, but especially if your business is books – whether you are a publisher, printer or retailer. We wanted to find answers to these questions and conducted a study on books, trends, changing business landscapes and new innovations.

The study was carried out by the research company Opticom International, which conducted 80 in-depth interviews in 13 countries in Europe, Asia and North America. Participants were publishers, retailers, printers, merchants and new players that publish, produce and sell books in any format – both physical as well as e-books and audiobooks. The majority of the respondents were purchasers and/or production managers, but general managers and owners were also a large group.

“As one of the leading book paper and cover suppliers, we conducted this study to better understand the challenges and opportunities regarding book publishing and consumption. The study was jointly conducted by the Stora Enso Paper and Consumer Board divisions and we believe it offers valuable business insights to our paper and board customers, printers and publishers,” says **Essi Lauri**, Vice President, Head of Segment Newsprint & Book.



Where is the book market heading?

Most book publishers have witnessed a decline in print during the past 5–10 years, but not as much as expected. Most of the respondents to our study are optimistic overall and believe that the importance of paper books is, once again, on the rise, also in terms of sales.

Our study shows that one explanation for the development over the last decade seems to be the general economic downturn, which decreased book sales. This left a gap for the arrival of e-books and, consequently, books are still seen as a luxury item rather than a necessity when it comes to spending.

Many publishers also mention the recent lack of global bestsellers. This gap has been only partly filled by local authors. It would be important to monitor sales figures for bestsellers over time as one indicator of the status of books overall and different formats.

A positive change

According to most respondents, current trends on the market have a positive rather than negative influence on paper books. New players, formats and distribution channels require publishers to rethink things, and that

is an opportunity. Digital printing, online sales and self-publishing are considered to have the strongest positive impact on the future of paper books.

Many respondents and companies have realised that the new formats provide opportunities in combination with books – not instead of books. Some are now looking into augmented reality, radio plays and QR codes to link to online information. The book market continues to offer diversified opportunities for publishers and printers, some growing into bigger media houses and others focusing on a niche, for example.

Different formats work for different content

One out of three publishers also believe that printed books will become more relevant and important to consumers. While audio and e-books are important in professional and educational segments, only a mere eight per cent believe that e-books will grow in volume.

Paperbacks maintain their role as low-cost and fast reading, especially during holidays or commuting.

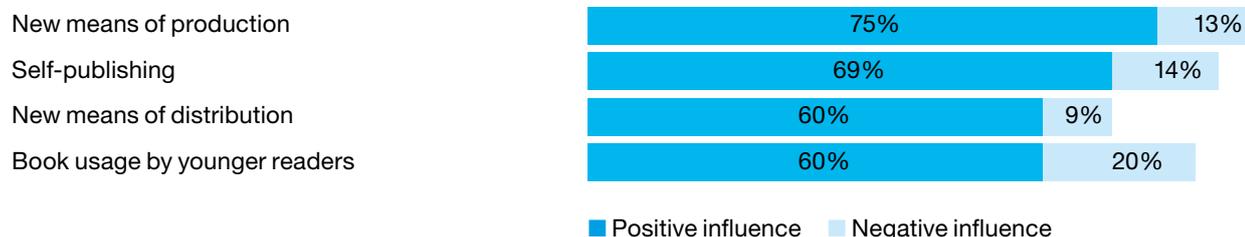
This means, however, that they are also most threatened by e-books – depending on the price of the e-book.

When it comes to books that are objects of beauty or contemplation, they will remain in printed form with hard covers. An example could be children's books with illustrations, which provide quality time for parents and kids. Books also remain valuable gift item for example at Christmas.

Photography and many other non-fiction illustrated books like DIY, gardening, travel and cookery books often require the quality, format and accessibility of printed books. These are books that readers want to hold in their hands, look at the illustrations, flip through. Also, fiction with complex relationships and characters favours the printed form that allows you to turn the pages. Poetry is hard to transform into e-book form, not to mention comics where you want to see the drawings and an overview of the page.

All in all, printed books continue to be relevant, interesting and still very much appreciated compared with e-books and audiobooks. The future of printed books may be complicated, but it is definitely not over.

Will these possible trends influence paper books positively or negatively?





Will younger generations read printed books?

The discussion about the future of books seems to be focused on the fear of books disappearing and everything going digital. In practice, we will have two ways of reading, in digital and in print. The research shows that also young people want to read printed books.

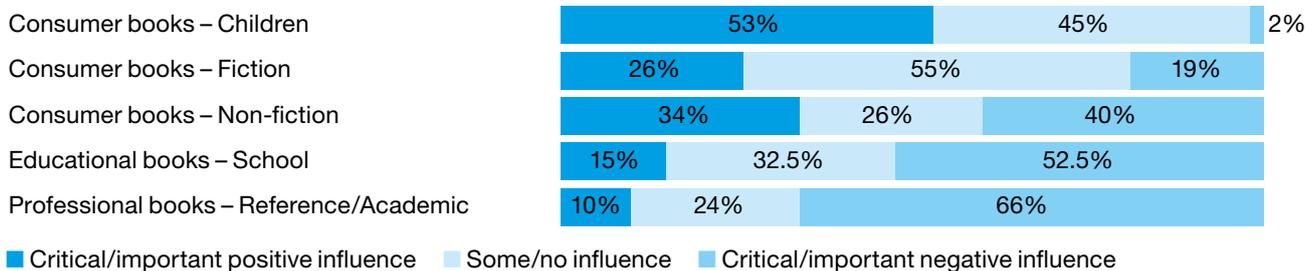
Currently, one of the most successful end uses of printed books are children's books. There are many reasons why publishers expect this success to continue. Parents, governments, schools and peer pressure influence the future of reading, but it is also about the children themselves. Books are accessible and portable, and there is anxiety about children's exposure to screens. Reading a book with a child is found not only

to be educational but to provide an emotional experience. More than fifty per cent of publishers believe that children's books will increase in relevance in the next 5–10 years.

"The more people look at their phones and screens, the more value there is in the printed product. Young people are gravitating more and more towards printed products." *Self-publishing, US*

"E-books are not necessarily interesting for younger readers. There is nothing to indicate that Millennials are more inclined to stay committed to digital than their older counterparts." *Retailer, Germany*

Do you believe the printed book will become more relevant to the consuming public in the next 5–10 years?



Books as high-quality objects

According to our study, one of the most important trends in publishing is the attention that readers pay to quality. Reading is becoming more diversified; it includes not only non-linear reading online, but also linear reading, characterised by quality and distancing oneself from digital entertainment.

Reading a book also communicates lifestyle and status. Therefore, many publishers anticipate a rise in the value and relevance of printed books in many segments in the future. The book is the messenger and has value as such.

Focus on touch and feel

The majority of publishers believe that the importance of haptics is growing. It makes a difference if the book is pleasant to touch and hold and gives a feeling of quality. That can differentiate one book from the others. According to our study, the most desired paper characteristics are a smooth surface, best tone of white/cream and a high-quality cover.

Publishers expect innovation and continuous development when it comes to haptics, especially finishes, for paper

and covers. Soft touch laminations, grained materials, adding smell to the paper, gravure printing, relief printing and special coatings are preferred. The reason is simply better business, as one of the publishers said in the interview: “We improved the tactile features and we noticed that the number of sold books increased.”

Authors may find the type of paper important, it may even serve as a criterion for some when they choose with whom to sign. Paper types e.g. high quality, print result or environmental certifications, are mentioned as parameters of choice for some authors. Thus, it is a differentiating factor for publishers to attract and keep authors. According to a comics publisher, it is often the author who decides which type of paper they want for their work.

What is a bit surprising, is that publishers do not really know the impact of paper on the choices their readers make. This could be an interesting topic for further studies. From packaging, we already know that haptics is very important to consumers, even if they are not aware of it themselves.

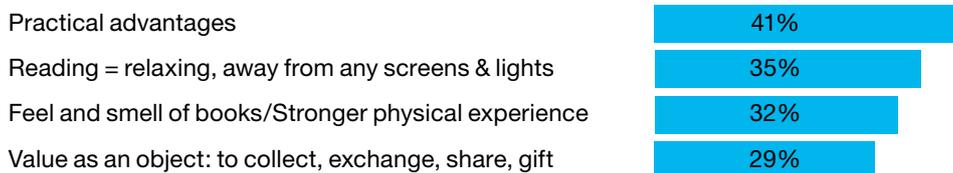
Proven to be sustainable

Many companies consider sustainability to be important, or even use it in their branding and marketing to distinguish themselves from the competition. Publishers expect a joint effort from paper and board suppliers to educate consumers about the sustainability of printed books and their materials.

Consumer awareness varies in different countries: sustainability is high on the agenda, for example, in France, the UK and Germany, but not that much in Italy and Poland, and highly polarised in Spain. The industry needs to keep on telling the good story of renewable materials – how more trees are being planted to replace the ones harvested, how all raw materials can be traced to sustainable sources and how we minimise environmental impacts in our production.

Environmental labelling is commonly used in publishing to deliver that message, but awareness of different forest certification schemes such as FSC and PEFC depends on the customer and country.

What do you believe consumers see as the main advantages of printed books?



Cover it all!

Although the history of book printing dates back to the 15th century, there is always something new to learn about printing substrates and new ways to make the most of them.

A book that sells is the obvious goal for any publisher who wants to make a profit and stay in business. The author, subject, reviews and recommendations are typical reasons to choose a book, but the impact of the cover is also indisputable. First, the book has to stand out on the shelf and online through its cover design, which can be greatly enhanced by sophisticated printing and finishing effects. When the consumer picks up the book in a store, also the touch and feel of the book come into play. As one of the publishers interviewed for the study said, the cover is crucial in 80% of the sales process.

What are the best-selling covers made of? Lower quality board is not an option since the book has to look great and last long. Therefore, you go for solid bleached sulphate board such as Ensocoat™ by Stora Enso or a coated folding boxboard such as our Performa™ range. Both these product lines will give you lots of grammages to choose from, all made of sustainably sourced raw material and available with FSC®, PEFC™ and EU Ecolabel certification if that is on your wish list.

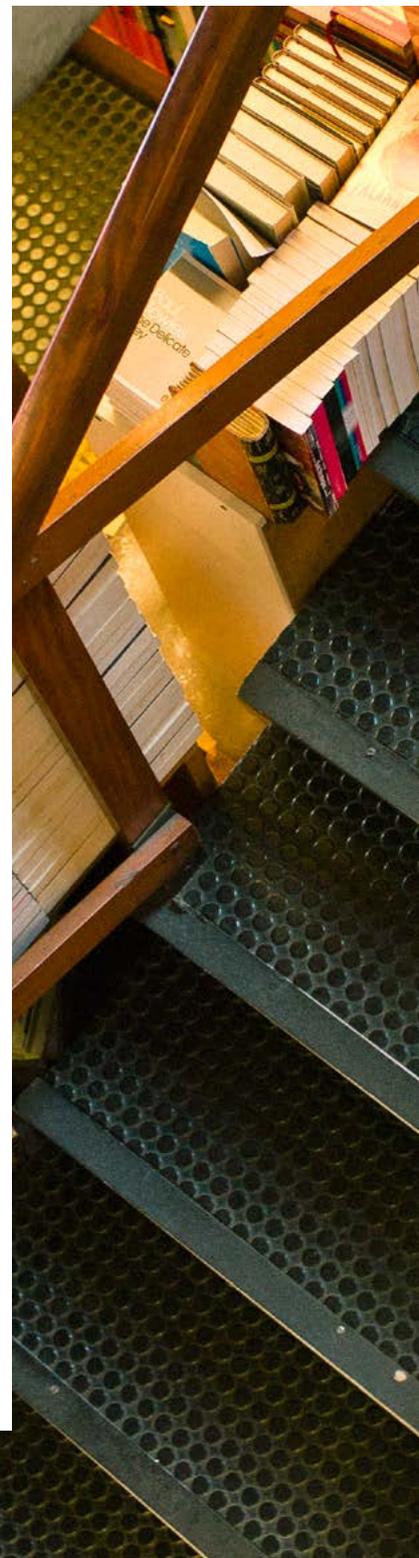
**The cover is crucial
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process.**

To go into more detail, Ensocoat provides the highest whiteness, brightness and UV light resistance, and its smoothness ensures crisp print results on both sides. Durable folding is also important for a book as its cover is opened again and again by the reader. This is where the high folding strength of Ensocoat comes in and guarantees a pleasant experience. Ensocoat is thus the top choice for a paperback or any soft book covers, but it is also used as a top liner in the most luxurious hardcover books.

A unique benefit of the Performa range is high yield: these boards are thick and bulky at lower weight. Still, they offer excellent print results, which is what a book cover needs. Performa Brilliance is the state-of-the-art product in the folding boxboard type of board, offering the highest whiteness and smoothness which makes it ideal also for the most demanding finishing treatments.

So, if you thought that these paperboards are only for packaging, that is not the case. They are an excellent choice for book covers, and what you get on top of the boards from Stora Enso is the entire range of book papers from our Paper division, as well as the technical support, innovation and R&D covering both paper and board.

“Stora Enso’s book papers are widely used in hard- and softcover books, paperbacks, school books and children’s books – the same categories for which we also deliver board for covers. We can say that, together, we cover it all when it comes to publishers’ material demands. We are more than pleased to discuss what we can do for publishers and where to source our board locally,” says **Piotr Kuzebski**, Head of Segment Graphical Board.



What's in it for a printer?

Excellent visual appearance and long-lasting covers are in the printer's interest. Material availability, runnability and suitability for various printing and finishing processes are required, too. The more finishing treatments you can offer and do in-house makes for better business, and having a well-established board supplier with stable product quality and local merchant stocks makes sense.

The diversity of Stora Enso's board range provides options that perform in all printing and finishing processes, enabling you to create truly standout print products cost-efficiently. Optimised surface smoothness, whiteness and brightness are the key, as well as the strong yet light multiple layer structure that makes Stora Enso's products outstanding in cutting, folding and creasability.

Ich schenk dir eine Geschichte

Lenny, Melina und die Sache mit dem Skateboard

Sabine Zett

WELTTAG
DES BUCHES
23/04/2018

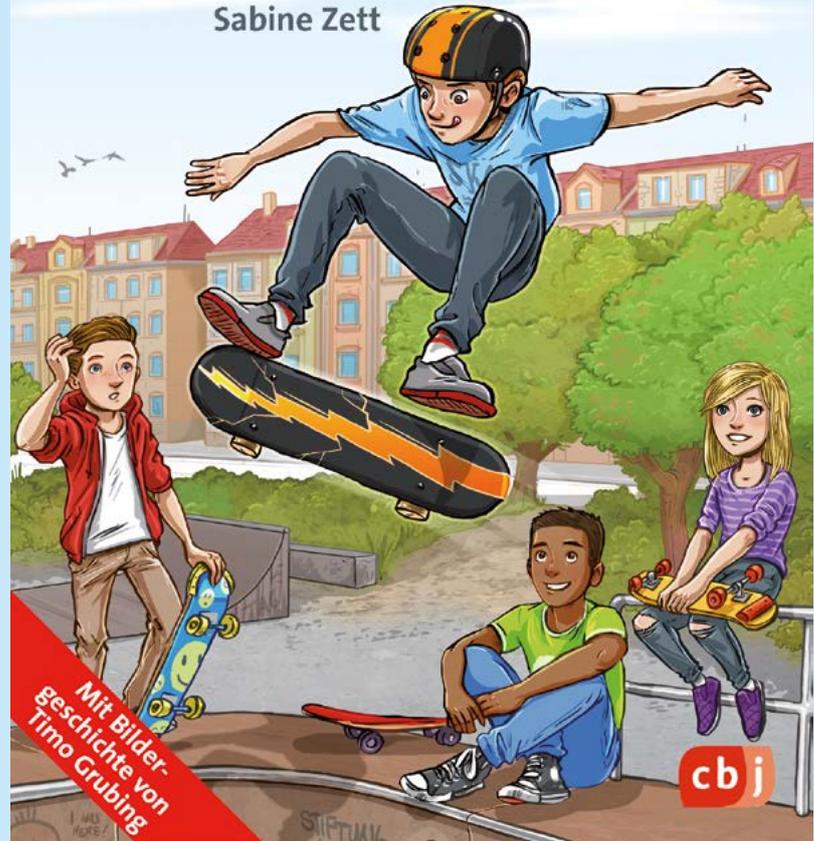


Image ©Verlagsgruppe Random House GmbH

World Book Day celebrates reading

World Book Day is a worldwide celebration of books and reading organised by UNESCO. This year it was celebrated for the 23rd time in over 100 countries on the 23rd of April.

Besides being a true reading festival for everyone, in Germany, World Book Day was celebrated with a nationwide campaign for reading promotion at schools. One million school children received a voucher to pick up their own copy of this year's title from a bookstore. This time it was "Ich schenk dir eine Geschichte" by **Sabine Zett**, illustrated by **Timo Grubing**.

The aim of the campaign was to bring the joy of reading to children, to inspire them with exciting stories and to strengthen their reading skills. Paper merchant IGEPA group was one of the companies supporting the edition, and the cover of the book was printed on Performa Brilliance™ by Stora Enso.

A jigsaw puzzle wins Public Choice Award

Klaudia Rajca and **Martyna Matuszkiewicz**, students at Poznań University of Economics and Business in Poland, have won the Public Choice Award in the Stora Enso Recreate Packaging 2018 design competition.

“Smart Snack”, their winning children’s food packaging design, includes a playful jigsaw puzzle that must be solved to open the package. It scored 2 717 votes in the open voting on the competition website recreatepackaging.com.

For the final round in Recreate Packaging 2018, the competition jury has singled out twelve finalists in the student category and five finalists in the professional category. The winners of these categories will be announced in May 2018.

The winner and finalists of the design competition will be presented in the next Board Paper in the autumn.

Stay online for more information at recreatepackaging.com.



Publisher:

Stora Enso Consumer Board,
FI-55800 Imatra, Finland

Editor: Sanna Heiskanen,
sanna.heiskanen@storaenso.com

Subscriptions

and changes of address:

anna-liisa.nuutinen@storaenso.com

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