

# conqueror<sup>4</sup>

Since 1888, Conqueror has been recognised worldwide as a symbol of premium, quality paper for business and creative communications. Conqueror is a pioneer in providing sustainable solutions for impactful communications and in 2010, undertook a complete rejuvenation to showcase the contemporary and dynamic nature of the brand.

## Market

In today's digital age, the sensorial qualities of paper remain a powerful communications tool for companies of any size, playing a pivotal role in conveying their business image. Through their unique visual characteristics and tactile quality, Conqueror products are designed to enrich communications and to ensure messages stand out, while promoting values such as excellence, professionalism, respect and style.

Conqueror is the only premium brand of papers to be available in 120 countries.

## Product

Conqueror offers a comprehensive and complementary array of papers, with a portfolio that features 29 colours, 11 grammage variants, 13 finishes, five sheet sizes and seven envelope sizes.

This extensive range is the result of significant product development that saw the brand thoroughly rework its offering in 2010. Key product developments included the launch of Bamboo – a range of FSC certified paper made



from bamboo fibres and natural pigments – and Print Excellence, new papers that are designed to produce high quality, high definition prints with faster drying times.

In addition, nine new contemporary colours have been added to the product range, as have 400g versions of Conqueror's best selling papers, new envelope sizes and an SRA3 size to appeal to digital printers.

Across its portfolio, the quality and versatility of Conqueror's products guarantee a look and feel of style and expertise combined with impeccable environmental credentials.

## Achievements

Since its creation in 1888, Conqueror has been a pioneer in many areas. Today, it's perhaps

its unwavering commitment to high quality standards coupled with developing sustainable products that distinguishes Conqueror.

The Conqueror range offers a complete solution to the growing demand for high quality, yet sustainable papers: all papers are FSC certified; there is a choice of 100 per cent recycled papers, which utilise post-consumer paper pulp from Conqueror's sister company's Greenfield mill in France; and in 12 countries the full range is CarbonNeutral®. In 2010, Conqueror took another sustainable step with the launch of a paper made from bamboo pulp.

For many years Conqueror has pursued a plan of continuous innovation to achieve best-in-category performance and to meet changing market needs. Indeed, Conqueror has embraced



digital printing trends by offering papers that are fully compatible with dry-toner machines.

In terms of communications, Conqueror's 2009 Endless Possibilities campaign was a winner at the 2009 Benchmarks Awards, organised by Design Week.

## Recent Developments

Conqueror is proud to be at the cutting-edge of the paper industry by investing heavily in product innovation.

The new Bamboo range is its latest eco-sustainable development and offers a unique paper experience. Bamboo provides a fast-growing and renewable source of pulp and the result of working with this unusual and creative substance is a modern paper with a



## 2008

Conqueror becomes CarbonNeutral® in Germany.

## 2009

Conqueror launches the first premium 100 per cent recycled paper and becomes CarbonNeutral® in another 10 countries across Europe:

Denmark, Norway, Sweden, Finland, Iceland, Austria, Belgium, the Netherlands, Luxembourg and Switzerland.

## 2010

Conqueror is rejuvenated and its offering is expanded to include the Print Excellence and FSC certified Bamboo ranges, and nine new colours in its Wove and Laid ranges.



natural touch and feel. The paper is available in a range of organic colour shades that have been achieved by using natural ochre pigments sourced in the South of France.

Print Excellence uses the latest technology to open up Conqueror to new applications. This new strand of the Conqueror range offers faster drying times, greater uniformity, vivid colours and bolder blacks. The technology will ensure users can be confident that the paper will effectively handle even complicated creative prints and jobs.

## Promotion

A 'push-pull' marketing strategy has been successfully developed for Conqueror. A strong emphasis is put on brand awareness, including collaborations with well-known designers and illustrators to increase brand awareness within the design community.

In 2009, Conqueror worked with illustrator Damien Weighill to launch a new campaign, Endless Possibilities. The campaign took an original approach to paper marketing by providing a free resource of more than 300 original illustrations.

In 2010, the comprehensive product rejuvenation was supported by a strong communications campaign based on the theme of 'It's not what you say... it's how you say it'. Conqueror commissioned world-renowned typographer Jean-François Porchez to develop five exclusive typefaces – a Chinese typeface is

also available. All are free to download from the updated Conqueror website.

Conqueror has also designed a brochure that showcases how to create a lasting impression through the use of business cards. Building on one of the brand's existing design partnerships it includes illustrations by Damien Weighill.

## Brand Values

Conqueror has a rich heritage and shares its key values with the many businesses worldwide that choose its high quality, distinctive and sustainable papers: reliable, high end, contemporary, eco-sustainable, supportive and smart.

## Things you didn't know about Conqueror

Today, there are some 600 different line items available within Conqueror, with users ranging from royalty to huge corporates to individually run businesses the world over.

Arjowiggins has calculated that if all companies switched to using Conqueror paper, UK businesses alone could save more than 23,000 tonnes of CO<sub>2</sub> each year, which is equivalent to the annual emissions of almost 4,200 households.

Conqueror participated in the inaugural One Young World summit in 2010, through its Blank Sheet Project. The summit saw young people address major global challenges and Conqueror's project was at the heart of the process, providing a giant blank sheet of paper on which the young delegates could pass their thoughts on to today's leaders.

1888	1945	1990s	2001	2004	2007
Conqueror paper first rolls off the paper machine at Wiggins Teape. Conqueror Laid is born.	Changes in the production of Conqueror take place, and quality control and specialised colour matching are developed.	Arjowiggins Appleton group is formed from the merger of Wiggins Teape with the French paper manufacturer Arjomari and the US manufacturer Appleton Papers.	A new contemporary, stylised logo and identity based on the Conqueror name is launched. Innovative iridescent papers are also added into the range.	Conqueror Digital Multi Technology is introduced as the only fine paper that is printable on offset and digital presses.	Conqueror becomes CarbonNeutral® in the UK, whilst also using pulp from FSC certified sources across the entire range.