



Positive prospects for coated products

Attitudes and outlooks regarding industry performance were very positive at this year's PaperCon, May 2-4, in Atlanta. Nearly 1,300 attendees – a 60% increase over PaperCon 2009 – took advantage of the opportunity to hear about the industry's latest research, technology, and market developments.

This month's *TAPPI Journal* features several articles related to coated products. Despite demand challenges from electronic communications, expectations at PaperCon regarding the coated papers segment were favorable, as evidenced from presentations in the Coating & Graphics Arts (C&GA) Program. In the heavily attended "Why Print Paper?" session, chaired by Jim Niemiec of New Page, Hamilton Davis of the American Catalog Mailers Association relayed that 49% of adults purchase merchandise from catalogs, affirming the ability of direct mail to reach buyers.

Keynote Nina B. Link from the Magazine Publishers of America described that although 50% of the population use the Internet for reading publications, they also buy select magazines. Despite the prevalence of e-communications in the younger demographic, teen magazines are one of the fastest growing specialty magazine market segments.

With 150 attendees, it was literally standing room – and down the hall – only for the Best Coating Papers session, chaired by Al Osgood of Sappi Fine Paper, who also served as PaperCon Technical Lead. These papers were profiled in the *TJ* March editorial column. Other heavily attended C&GA

sessions included those focused on coating structure, barrier coatings, and new technologies for strength improvements.

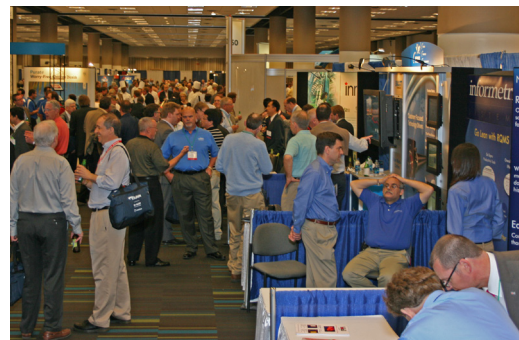
On the coated paperboard front, presentations described how these products are increasingly effective in gaining "eye space" from consumers in retail situations, among other applications. At the Metso Breakfast Seminar, Jin Doo Kim, vice president of Dong Il Paper, Korea, was on hand to answer questions about his company's groundbreaking implementation of a multi-layer curtain coater (such as the one on this month's *TJ* cover) to create a white top linerboard grade.

Sustainability sessions were also a huge draw, including C&GA keynote Jim Hanna of Starbuck's. Hanna discussed the challenges of looping the supply of recycled fiber, such as the recyclable cups his company plans, back to the mill.

Honors for *TJ*'s Peter Hart

At PaperCon, Peter Hart, a nine-year veteran of *TJ*'s editorial board, received the TAPPI Research and Development Award and William H. Aiken Prize. The award is given for outstanding accomplishments or contributions that have advanced the technology of the paper and related industries in the field of research and development.

Peter currently serves as technical innovation lead for MeadWestvaco Corp. He holds a Ph.D. in Chemical Engineering from Georgia Institute of Technology and has published more than 45 peer-reviewed papers. We congratulate Peter on his award and



The PaperCon exhibit hall was busy with attendees viewing technologies from 71 vendors.

thank him for his *TJ* efforts in the areas of pulping and bleaching.

Coating symposium papers in *TJ*

Sponsored by TAPPI and Germany's PTS, the 11th Advanced Coating Fundamentals Symposium (ACFS) will be held in Munich, Germany, October 11-13, 2010. ACFS focuses on fundamental science and basic research that enhance knowledge and innovation in coated papers – from production issues to using nanotechnology for unique paper properties. The Symposium attracts internationally renowned experts from the field of coating research.

As follow-up, *TJ* will publish a selection of top papers from ACFS later this year, as selected and reviewed by the Symposium Committee. For more information on the Fall Coating Special Issue, please contact *TJ* editorial board member Nick Triantafillopoulos at Nick.Triantafillopoulos@omnova.com.

Monica Shaw

Editorial Director, *TAPPI Journal*