



## INNOVATE and INTEGRATE

Innovation is vital to virtually every field of endeavor. The ability to develop new ideas, concepts, and processes keeps companies, organizations and even countries from becoming redundant in the face of change.

For years the Western world has led the innovation race, coming up with new ideas and racking up patents to safeguard those ideas. Consider, for example, the impact Steve Jobs has had in the field of communication.

But as in all things, times are changing. As you'll read in the lead article in this issue, there's a new era of innovation taking place in the East. According to Jeff Lindsay, an innovation expert newly arrived and working in the paper industry in China, the West has essentially ignored the dramatic trends in innovation taking place in the Far East. "Old stereotypes no longer apply," he says, "and those who remain blind to the innovation engines of China, Japan and other Asian nations, will miss enormous opportunities."

As important as it is to develop new ideas, it is just as important to recognize change and all it portends, and adapt to it. Consider the number of Middle Eastern countries that didn't recognize change on the horizon until grass roots revolutions—unthinkable in the past—shook seats of power.

Certainly the pulp and paper industry is a great example of the need to adapt to change considering the tremendous pressure on the industry brought about by changes in communication techniques. Major paper markets have been impacted dramatically, and while shifting geographic focus may extend some businesses, ultimately change will not be denied. Those companies that recognize and adapt to change, will be the ones left standing at the end of the day.

As a magazine for the pulp and paper industry, we have a personal stake in adapting to change. We have worked to maintain our paper focus while finding ways to use new technology to improve the way we distribute our product. Our answer was to integrate electronic with print media in order to broadly distribute our message most effectively; use each where it made the most sense, and take advantage of the synergies. But as in most cases, not everyone agrees with this approach.

We recently received a complaint from a member who received a digital version of *Paper360*. He felt that by distributing our magazine in digital form, we were "further destroying the paper industry."

Not so. Use of digital media integrated into a paper-based program, is actually a good example of a complementary approach. We pride ourselves on keeping *Paper360* in print form. But at the same time, we need to serve the needs of all members—many of whom asked for a digital edition (particularly internationally where postal service is costly and at times unreliable).

We print and mail thousands of copies of each issue of *Paper360*, and unlike other publishers who work to convert recipients of their print products to a digital version, we actively use electronic media to encourage people to receive the magazine in print. It is, we feel, a good example of an integrated program in an age when email is the preferred form of daily communication, the web is available to just about everyone, and smartphones abound.

### A NEW RECORD

We are pleased to say that other companies continue to see the benefit of integrating print into their marketing programs. This issue marks a milestone for us in that it is the largest issue since we started the publication in 2006. We owe this in large part, to the support of a number of new advertisers as well as to the many advertisers who have supported the magazine from the beginning. We are pleased to welcome both new and long-standing advertisers who have chosen to support this integrated paper product.

Thanks. You've made us proud.

GLENN OSTLE | [gostle@tappi.org](mailto:gostle@tappi.org)



### EDITORIAL STAFF

**GLENN OSTLE**  
EDITORIAL DIRECTOR/  
ASSOCIATE PUBLISHER  
[gostle@tappi.org](mailto:gostle@tappi.org)

**LARRY N. MONTAGUE**  
PRESIDENT & CEO, TAPPI  
[lmontague@tappi.org](mailto:lmontague@tappi.org)

**ERIC FLETTY** VP OPERATIONS, TAPPI  
[efletty@tappi.org](mailto:efletty@tappi.org)

**KEN PATRICK** SENIOR EDITOR  
[kpatrick@tappi.org](mailto:kpatrick@tappi.org)

**MONICA SHAW**  
EDITORIAL DIRECTOR, TAPPI JOURNAL  
[mshaw@tappi.org](mailto:mshaw@tappi.org)

**RAMESH GUPTA**  
INTERNATIONAL EDITOR  
[bsc\\_rcg@hotmail.com](mailto:bsc_rcg@hotmail.com)

**ELISE HITCHCOCK**  
ONLINE EXCLUSIVES EDITOR  
[ehitchcock@tappi.org](mailto:ehitchcock@tappi.org)

### ADMIN/PRODUCTION/SALES

**PUBLISHER** TOM SCHELL  
[toms@naylor.com](mailto:toms@naylor.com)

**MANAGING EDITOR** MICHAEL SENECA  
[msenecal@naylor.com](mailto:msenecal@naylor.com)

**MARKETING** BRIANNA MARTIN  
[bmartin@naylor.com](mailto:bmartin@naylor.com)

**INTEGRATED MEDIA DIRECTOR**  
SHANE HOLT  
[sholt@naylor.com](mailto:sholt@naylor.com) (352) 333-3345

**SALES ASSOCIATES**  
SHAUN GREYLING [sgreylin@naylor.com](mailto:sgreylin@naylor.com)  
NICHOLAS MANIS [nmanis@naylor.com](mailto:nmanis@naylor.com)  
JOHN O'NEIL [joneil@naylor.com](mailto:joneil@naylor.com)  
JASON RUPPERT [jruppert@naylor.com](mailto:jruppert@naylor.com)  
RICK SAUERS [rick@naylor.com](mailto:rick@naylor.com)  
ROBERT SHAFER [rshafer@naylor.com](mailto:rshafer@naylor.com)  
JASON ZAWADA [jzawada@naylor.com](mailto:jzawada@naylor.com)

**INTERNATIONAL SALES**  
MURRAY BRETT [murray.brett@abasol.net](mailto:murray.brett@abasol.net)

**DESIGN** Sunny Goel

**REPRINTS**  
[www.naylor.com/clientsupport-article reprint.asp](http://www.naylor.com/clientsupport-article reprint.asp)