PAPER MACHINE REBUILD

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I was standing in the Ritz-Carlton’s Ballroom in New York in March getting ready for Paper2012’s opening session. Domtar sponsored the session and prior to the main event getting underway, the audio-visual people were testing the projection system and played media clips that Domtar produced. The clips were light-hearted comedy skits that took a friendly poke at the paperless office.

One clip called “Office” showed office workers getting ready for a big meeting and writing notes on the palms of their hands, arms, shirts and tabletops, using anything to write on except paper. The boss walks in, gazes at the group and raises his eyebrows at the employees’ questionable choice of media.

Another clip called “Ration” opens with the boss holding a meeting and telling employees that the company wants to go paperless and will ration paper, and each worker will only receive 5 sheets of paper per month. The second he stops talking, the workers charge out of the room and start running around like mental cases clutching reams of paper and fighting with each other trying to horde as much as they can before the rationing starts.

At the end of each of the clips a message comes up on the screen that reads, “M aybe this whole paperless thing is going a little too far.”

So there I was, along with a bunch of other people who had filtered into the room, getting a chuckle out of Domtar’s looping media clips when it hits me — one of the biggest paper producers in the world is driving home a “feel good about paper” story via digital media.

Oh My God! …or, digitally speaking, OMG!

Prior to the session’s featured technology speaker, Boise Inc.’s president and CEO, Alexander Toeldte, spoke about some of the issues facing the industry. In doing so, he mentioned the good story the industry has to tell, especially about the sustainability and recyclability of its products. But then he admitted that the industry has made a weak effort getting that message out, which played perfectly into the upcoming speaker’s presentation.

Social media expert Scott Klososky, the founder of webcasts.com (he sold it for $115 million), pounded home the concept that never before in history could any individual or company publish content to the world for free, instantly, and with such viral impact as can be done today through social media outlets. He pointed out that the new technology is powerful, addictive and growing daily. Lending evidence to this, one of his slides showed that over 3 billion Google searches are done in a day and Google answers 34,000 questions per second.

My point is this: the paper industry, for the most part, markets its products on traditional selling points, i.e. strength, brightness, opacity, smoothness, etc. It’s not that these quality characteristics aren’t important, but the big picture is one where millions of consumers are listening to messages that tell them using paper is bad and wasteful. This begs the question: Does it matter how bright your paper is if consumers have been convinced not to buy it or use it in the first place?

The message that paper is sustainable, recyclable, and earth-friendly needs to be the primary selling point, and digital media has become a powerful channel to get the word out. Nearly every person in the world has a use for paper products and it’s about time we make them feel good about doing so.
If you had to choose a kaolin supplier based on one quality, which would you choose?

- TAILORED SOLUTIONS
- SERVICE
- STABILITY
- LONGEVITY
- GLOBAL REACH
- PRODUCT DEVELOPMENT

The good news is you can have them all with Thiele, a privately held company serving papermakers worldwide since January 1, 1947.
The American Forest & Paper Association (AF&PA) released the 52nd Annual Survey of Paper, Paperboard and Pulp Capacity, reporting that U.S. paper and paperboard capacity decline slowed to 1.4% in 2011 to a level of 89.7 million short tons.

Last year’s decrease was smaller than the 3.1% reduction recorded in 2010. Total paper and paperboard capacity is expected to decline 1.0% in 2012 and then register increases of 0.6% and 0.5% in 2013 and 2014, respectively.

Containerboard and tissue paper capacity expanded in 2011, while the packaging & industrial converting and boxboard categories held approximately stable. Newsprint and printing-writing papers registered the largest 2011 capacity declines.

Several mills and machines were removed from the survey base during the 2011-2014 period because they have closed, plan to close, or have been idle for some time with few indications they will be restarted in the near future. However, several new tissue paper machines either started operating or will start operating by 2014, and a new recycled linerboard mill is scheduled to come online in mid-2013.

The survey reports U.S. industry capacity data for 2011 through 2014 for all major grades of paper, paperboard, and pulp, based on a comprehensive survey of all U.S. pulp and paper mills. Survey respondents represent about 90% of the U.S. industry capacity.

The complete survey with detailed tables can be purchased for $1,800 by contacting Dina Menton at: dina_menton@afandpa.org or 202-463-2710.

Neenah Paper Introduces iPad App for Paper Selection Process

Neenah Paper in April announced the worldwide release of the Neenah Cabinet™ for iPad application (app) in Apple’s App Store. This free app, optimized specifically for iPad, is designed to provide a way for Neenah customers to visually interact with all of Neenah’s paper brands, making paper and envelope specification more convenient and creative.

Once users open the app, they can easily search paper and envelope options by brand color or envelope style, Neenah said. The iPad app features all of the Neenah Paper brands.

“We are committed to using today’s technology to provide designers and printers with cutting-edge tools that make the designer’s job of specifying paper easier, even when they are sitting right in front of their customers. This tool is simple to use and guides any user through the paper selection process,” said Thomas Wright, director of advertising and design for Neenah Paper.

“The Neenah Cabinet for iPad app is the ultimate virtual swatchbook for our customers, allowing them to directly interact with our brands anywhere they might be on the mobile platform they prefer the most. They can see first-hand all of the color palettes, paper weights, sheet sizes and envelope sizes available. Also, they can find their local paper merchant/distributor to request samples. It’s pretty slick,” Wright added.

The Neenah Cabinet app can be found in the Apple App Store and is free to download.

Unisource Opens New Facility in Edmonton

Unisource Worldwide has opened a new 118,000 sq. ft. full-service facility in Edmonton, Alberta, Canada.

“This new warehouse and office facility positions Unisource Canada to better service our customers’ needs in the Alberta market with access to the best products from leading manufacturers,” said Dan Barbagallo, President of Unisource Canada.

The new Edmonton facility will replace a smaller 25,000 sq. ft. building that for the past 10 years received most of its inventory from Unisource’s 250,000 sq. ft. warehouse based in Calgary.

Unisource said suppliers will now work with it to ship inventory directly to the Edmonton facility — featuring a state-of-the-art warehouse management system (WMS), 22 receiving/shipping doors, and an environmentally-friendly motion-sensitive lighting system.

In addition to the new warehouse, Unisource is investing in its truck fleet, featuring all-new tractor-trailer units.
Cascades to Close Norampac Trenton Containerboard Mill

Cascades announced that it will close its Norampac containerboard mill located in Trenton, Ontario. Nearly 130 employees will be affected by this closure.

Following the rejection of the final offer made to the employees regarding the new collective agreement, the closure of the mill will be effective no later than June 1, 2012, Cascades said.

According to Cascades, difficult negotiations for the renewal of the collective agreement took place from May 2011 to March 2012 between Norampac’s management and the CEP union, following which the two parties were unable to come to an agreement.

“We are deeply disappointed that the Norampac-Trenton employees have turned down a positive and reasonable offer,” said Marc-Andre Depin, President and CEO at Norampac.

On April 10, about 100 members of Local 1470 of the Communications, Energy and Papermakers Union (CEP) “overwhelmingly” rejected company demands, a union official told QMI Agency.

Ontario region CEP Vice President Dave Moffat said in a statement to the local newspaper, The Trenton Trentonian, “They wanted significant concessions in a new collective agreement. Those concessions are too deep to accept.

Loses Continued Despite Recent Investments

The Trenton mill in June 2009 received $3.3 million to construct two high-efficiency wood residue boilers ($1.5 million from the Eastern Ontario Development Fund and $1.8 million from the Forest Sector Prosperity Fund) and in October 2010, the mill received $83,000 from the Government of Canada’s Pulp and Paper Green Transformation Program to improve the energy efficiency of the mill’s existing paper machine by upgrading its capacity to capture and redirect energy for other uses within the mill.

“Despite substantial investments made by Cascades/Norampac to help increase its profitability, the Trenton mill has incurred significant losses over the years. These losses, combined with unacceptable labor relations, have left us with no other choice but to close the mill,” Depin added.

The Norampac Trenton facility produces corrugating medium and has an annual production capacity of 150,000 metric tons.

US Demand for Corrugated & Paperboard Boxes to Reach $36.5 Billion in 2016

Demand for corrugated and paperboard boxes in the U.S. is projected to increase 2.3 percent annually to $36.5 billion in 2016, boosted by an overall strengthening of the US economy following the 2007-2009 recession. In particular, growth will benefit from expanded food, beverage and durable goods output, as well as from a rebound in construction spending, which will stimulate demand for goods and materials (and their related boxes) used in construction applications.

Gains will also be helped by a trend toward more expensive boxes, such as corrugated boxes and folding cartons that offer high-quality graphics and printing. Other value-added box types, such as those that are retail- or shelf-ready, are also expected to gain ground. Food and beverages, which accounted for 50 percent of total US box demand in 2011, are the largest single box market.

Corrugated & Paperboard Boxes is a new study from The Freedonia Group, Inc., a Cleveland-based industry market research firm.

Corrugated and solid fiber box demand is forecast to climb 2.5 percent per year through 2016 to $26.1 billion, supported by a rebound in manufacturing activity and accelerated growth in consumer spending. In addition, corrugated and solid fiber box demand will be supported by their well-entrenched position as the shipping container of choice in a number of markets as a result of their cost-effectiveness, excellent protective performance and limited competition from other packaging alternatives.

Demand for folding paperboard boxes is expected to increase 1.7 percent per year to $9.8 billion in 2016, trailing the corrugated box pace as a result of strong competition from other packaging formats — mainly flexible packaging and mini-flute corrugated boxes. Source reduction efforts such as the elimination or downsizing of secondary cartons — will also limit advances. Nonetheless, gains will benefit from a rebound in nondurable goods output and continued use in many markets because of their low cost, functionality and ability to provide considerable billboard space for eye-catching graphics and printing.

Set-up box demand will increase modestly due to inroads by less costly options like folding cartons and plastic containers, but will benefit from usage as upscale packaging for premium confectionery products and fragrances.
Latin America

**SCA Buys Remaining 50% Share of Chilean Tissue Producer PISA**

SCA has agreed to acquire the remaining 50% in the Chilean hygiene company PISA (Papeles Industriales S.A.), and will own 100% of the company upon completion of the deal.

The purchase price is approximately SEK 520 million (approx. USD 76.85 million).

PISA's turnover in 2011 was about SEK 780 million, SCA said. The company is primarily involved in consumer tissue and the Away-From-Home (AFH) market.

In addition, incontinence care products under SCA's global brand TENA have been introduced in Chile through PISA.

SCA initially acquired a 50% stake in PISA in 2003.

"The time is ready for us to take the next step in our expansion in Latin America, where the PISA acquisition further strengthens our presence on this important growth market," said Jan Johansson, President and CEO of SCA.

According to SCA, PISA holds a position as number two in consumer tissue with the brand Favorita, and within AFH tissue, PISA also holds a number two position in Chile. The company has over 400 employees and a production facility in the capital Santiago.

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**Fibrek Inks Energy Supply Deal with Hydro-Quebec Distribution**

Fibrek has concluded an agreement for the sale of green energy produced at its cogeneration facilities located at the Saint-Felicien mill in connection with Hydro-Quebec Distribution's Power Purchase Program for electricity derived from forest biomass cogeneration.

Under the terms of the deal, the 33.23 MWe of green energy currently produced by Fibrek will be sold to Hydro-Quebec Distribution, effective May 5, 2012, at a price of $106 per megawatt per hour, indexed to the consumer price index (CPI) for a 25-year period.

The contract will generate approximately $16 million a year in EBITDA, Fibrek said.

"This production will further increase the previously announced 9.56 MWe that Fibrek will be supplying to the government corporation starting in December 2012. By the end of this year, the Saint-Felicien mill will be producing 42.79 MWe in green energy for Hydro-Quebec Distribution," said Pierre Gabriel Cote, CEO of Fibrek.

Fibrek is investing approximately $37 million in the construction of a new power plant that will be used to produce the additional 9.56 MWe.

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**Great Northern Paper Receives FSC Certification**

Great Northern Paper Company (GNP) said that it has received a chain-of-custody Forest Stewardship Council (FSC) certification TT-COC-004087.

FSC certification recognizes that wood products used in GNP's papermaking process are harvested using certified responsible forestry management practices. The chain-of-custody certification addresses GNP's ability to track certified products throughout its inventory and distribution processes.

"Great Northern Paper has a long-standing commitment to sustainable operations and responsible forestry management practices," said Richard M. Cyr, GNP President and CEO.

"Great Northern Paper is sustainable and responsible on a daily basis. We burn all sludge, bark and waste wood produced by the paper making process in the biomass boiler to produce energy, which is then used at the mill. We also have a comprehensive recycling program that removes cardboard, pallets, wooden crates, metal and office paper from the waste stream," Cyr added.
Japan Pulp and Paper Company (JP) said that it has acquired a 49% holding of the available shares in KCT Trading Private Limited, an Indian wholesale paper trading company, as part of the company’s efforts to further expand its global business activities.

The acquisition will enable the JP Group to strengthen its sales network in the growing Indian paper market, the company said in a statement.

In accordance with its JP Group Mid-term Business Plan 2013, JP is striving to expand its activities in relation to its overseas, resource and environment-related businesses fields in addition to its efforts to increase the profitability of its existing operations.

China to Become World’s Largest Hardwood Chip Importer by 2014

Chinese hardwood chip imports will double from 6.3 million Bone Dry Metric Tons (BDMT) in 2011, to 12.7 million BDMT in 2016, according to a forecast report from RISI.

The report also forecast Japan’s imports of hardwood chips will drop from 9.9 million BDMT to 8.6 million BDMT in the same period, the lowest volume of imports since 1993.

The 2012 International Pulpwood Trade Review noted that China’s imports of hardwood chips have increased six-fold over the last four years (2008 to 2011), from 1 to 6.2 million BDMT. This surge in volume was the result of large new pulp mills being built in China near port facilities. The expected construction of a series of new pulp mills over the next several years will drive China’s demand for hardwood chips even higher. While China’s demand grows, Japan’s projected decrease in domestic production of Bleached Hardwood Kraft Pulp (BHKP) will continue to diminish its demand for imported hardwood chips.

Stora Enso in China

Stora Enso announced plans to build plantation-based integrated board and pulp mill complex at Beihai city in Guangxi, southern China. The mill site will initially include a 450,000 tonnes per year state-of-the-art paperboard machine and pulp capacity of 900,000 tonnes per year, including an energy plant and auxiliary facilities.

The integrated mill will be self-sufficient with wood supplied from 120,000 hectares of self-managed eucalyptus plantations, Stora Enso said.

The ultimate target is to expand the paperboard capacity to 900,000 tpy at a later stage, the company said.

The operations will be managed by an equity joint-venture company established by Stora Enso (85%) and the Guangxi Forestry Group (15%), a state-owned company under the Guangxi provincial government. The joint venture will serve the fast-growing market for liquid packaging board and other premium consumer board grades.

The project investment will be about EUR 1.6 billion.

Construction at the site will begin when specific preconditions have been fulfilled, which is expected to be in the second half of 2012.

Production is scheduled to start in the fourth quarter of 2014, Stora Enso said.

The project is subject to regulatory approvals, the signing of final documentation and other customary conditions precedent.

China to Become World’s Largest Hardwood Chip Importer by 2014

Stora Enso to Build EUR 1.6 Billion Pulp and Paperboard Mill in China

Headquartered in Kolkata, KCT controls a nationwide sales network with offices in major cities across India including Mumbai, Delhi and Chennai.
Heinzel to Install New Kraft Paper Machine at Pols Mill in Austria

The Heinzel Group announced that its subsidiary, Zellstoff Pols AG, will install a new kraft paper machine at the Pols pulp and paper mill complex in Austria.

The total investment amounts to EUR 115 million.

“With the construction of the new paper machine, we are primarily reacting to the increasing quality demands of the market while strengthening the Pols site at the same time,” said Alfred Heinzel, CEO of the Heinzel Group.

Zellstoff Pols produces premium grade bleached kraft paper under the STARKRAFT name. In addition, the company is the largest producer of premium grade bleached long-fiber sulphate pulp in Central and South-Eastern Europe.

Kurt Maier, CEO of Zellstoff Pols said, “With this investment of 115 million Euros in our new paper machine, we will be able to significantly increase our market share in Europe.”

The construction of the new, 5.4-meter wide paper machine, will take approximately 18 months, Heinzel said.

Construction is scheduled to begin towards the middle of this year, and the machine will most likely be commissioned towards the end of 2013, the company added.

Kadant Johnson Starts-up Pilot Corrugator Test Roll in Michigan

Kadant Johnson has started-up a pilot corrugator test roll at its research center in Three Rivers, Michigan. The test apparatus is designed to simulate operating conditions of single-facer corrugating, pre-heater, and pre-conditioner rolls.

The new pilot corrugator test apparatus is being used for product development and new technology innovation for the corrugating industry. The facility is also made available to help corrugated box manufacturers improve heat transfer, roll temperature uniformity, and increase machine speed.

“Over the past two years, we have been running baseline tests on our corrugator test stand using both conventional and peripherally-drilled rolls. These tests have provided significant insights into condensate behavior and heat transfer in corrugating rolls,” said Greg Wedel, president of Kadant Johnson Inc.

The first tests conducted on the pilot corrugator test apparatus used a 20” diameter x 104” face roll that was rated for 200 psig. The testing was done at speeds up to 2,400 fpm with condensing rates adjusted to simulate large heat load variations and a wide range of sheet weights.

The corrugator test stand also features real-time recording of roll temperature profiles, supply and differential steam pressures, steam and condensate flow rates, and observation via high-definition digital video inside the steam-heated roll. The corrugator test roll is fitted with a “CorrPro” steam joint and a fully-integrated data acquisition system to quantify the potential for improvement in heat transfer, productivity, and efficiency.

SUPPLIER NEWS

ABB Awarded 5-year Service Contract for Sappi Paper Mill in the Netherlands

ABB said that it has been awarded a five-year maintenance improvement agreement by Sappi to manage and improve all maintenance activities at Sappi’s Nijmegen fine paper mill in the Netherlands.

Under the performance-based agreement, ABB will manage all maintenance operations to improve overall productivity and equipment reliability at the mill, and retain and further develop all existing maintenance staff and management. ABB will also help the mill to reduce its energy consumption while achieving these production efficiencies.

Under the agreement, ABB also will focus on process optimization and equipment lifecycle management at the site, as well as manage all maintenance related third-party subcontractors and suppliers.
Voith Earns Energy Conserving Machinery Award in Japan

Voith IHI Paper Technology Co., Ltd., a Japanese business unit of Voith Paper, in February received the “Energy Conserving Machinery Award 2011” from the Japanese Minister of the Natural Resources and Energy Agency for the company’s DF Coat product.

The award is given out annually by the Japan Machinery Federation (JMF), a national organization representing Japan’s machine and engineering industry. With the award, JMF honors products that save energy in industrial machines.

According to Voith, in 2011 JMF selected 13 products which are especially energy-conserving — among them the DF Coat from Voith. The selection committee assessed the actual energy savings data of each nominated product by visiting end users and analyzing performance during operation. With current projects, DF Coat saves approx. 80% in energy compared to the predecessor model.

DF Coat is a standard unit from Voith for direct coating of the paper web. Development of the product started more than 20 years ago in Japan. With the coating method used with the DF Coat — curtain coating — the paper sheet undergoes no mechanical stress, resulting in outstanding running characteristics.

Eka Chemicals Business to Be Known as AkzoNobel Pulp and Performance Chemicals

AkzoNobel Pulp and Performance Chemicals (formerly Eka Chemicals) has developed a new business strategy and management team that became effective April 1, 2012. The name change reflects a move of focus within the business strategy, in which technologies and global markets form the basis for future growth.

The name Eka will stay as a product brand for the pulp and paper industry. Other product brands such as Compozil, Bindzil, Kromasil and Expancel will be promoted in relevant existing and new market areas.

“We are globalizing our business operations in order to further strengthen our market position,” said Managing Director Ruud J oosten. “The goal is to give current and future customers, together with our shareholders, full value from our position as a world-leading actor. We will maintain a strong focus on sustainability and the development of new products and applications across a number of technical areas.”

The new strategic focus will broaden the scope of the business and accelerate expansion into new markets.

“We are going to focus on innovative solutions for the future and we see a large potential in bleaching chemicals, silica technology, polymers and expandable microspheres, which are some of the key areas for growth in the long term,” Joosten added.

The new management team includes: Ruud Joosten, Managing Director; Mario Houde, Director, Bleaching Chemicals; Lars Andersson, Director, Silica and Paper Chemicals; Niklas Larsson, Director, Specialty Products; Pernilla Heidenvall, Director, Legal Affairs PPC; Gijsberth de Ruiter, Director, Finance and Control, Information Management; Agneta Gerdner, Director, Human Resources and Communication; and Byron Smith, Director, Strategy and Transformation.

Toscotec Takes Order from Vinda for Eight Tissue Machines

Toscotec said that it has been awarded an order to supply eight new tissue machines to Vinda, a manufacturer of tissue paper products in China and Hong Kong.

The value of the order was not disclosed.

Toscotec’s scope of delivery for each of the new lines includes MODULO Plus ES crescent former tissue machine with single-layer headbox, double press configuration, Steel Yankee Dryer (TT SYD 12FT), steam and condensate system, control and machine drives systems.

Machine speed will be up to 1300 mpm with a net trim width of 2700 mm, Toscotec said.

All the machines will come on stream between the 3rd quarter of 2012 and 1st half of 2013, Toscotec added.

Vinda is a leading company in the Chinese tissue paper industry. The company has seven production bases in China with a total annual production capacity of 470,000 tons.
The Next Big Thing

A 16-year old Grade 12 student in Canada wins a national biotechnology award for her research on nanocrystalline cellulose, uncovering its potential as a powerful antioxidant ingredient for healthcare products.

Canada's next big technological and health breakthrough might come from cellulose, which is made up of tiny nanoparticles called nanocrystalline cellulose (NCC) that are measured in thousandths of the width of a human hair.

Only recently discovered, Waterloo's (Ontario) 16-year old Janelle Tam is the first to show that NCC is a powerful antioxidant and may be superior to Vitamin C or E because it is more stable and its effectiveness won't diminish as quickly.

Janelle's research earned her top honors in the South Western Ontario regional finals of the Sanofi BioGENEius Challenge Canada, a national biotechnology research competition.

"NCC is non-toxic, stable, soluble in water and renewable, since it comes from trees," says Janelle, a Grade 12 student at Waterloo Collegiate Institute.

NCC has many unique properties: stronger than steel but flexible, durable and ultra-light. Its potential uses are virtually limitless. Canada's national forest research institute, FPInnovations, predicts a $250 million dollar market in the coming decade.

The world's first large-scale NCC production plant, CelluForce, opened in January at Domtar's pulp and paper mill site in Windsor, Quebec, Canada. NCC is extracted from cellulose using a chemical process similar to that used in pulp mills.

Trials integrating NCC into the manufacturing process of different products are currently taking place through technical collaboration agreements between CelluForce and 15 companies based in Canada, the United States, Europe and Asia in four main industrial sectors: paints and coatings, films and barriers, textiles, and composites.

"NCC is really a hot field of research in Canada," says Janelle, who notes that antioxidants have anti-aging and health promotion properties, including wound healing since they neutralize "free radicals" that damage or kill cells.

Janelle chemically 'paired' NCC with a well-known nanoparticle called a buckminster fullerene. These 'buckyballs' (carbon molecules that look like a soccer ball) are already used in cosmetic and anti-aging products, she says. The new NCC-buckyball combination acted like a 'nano-vacuum,' sucking up free radicals and neutralizing them.

"The results were really exciting," she says and especially since cellulose is already used as filler and stabilizer in many vitamin products. One day those products may be supercharged free radical neutralizers thanks to NCC, she hopes.

Dr. Yao was deeply impressed by Janelle's hardworking, creative thinking, organization and presentation skills. "It was a pleasure to have her in my lab since Janelle is not only a task-orientated young lady, also she also gets along very well with others."

Janelle says she loves the independence and opportunity to do original research that the Sanofi BioGENEius Challenge offers. She hopes to become a medical doctor and researcher.

The Sanofi BioGENEius Challenge Canada (SBCC) is a national, biotechnology research competition that encourages high school and CEGEP students to pursue future studies and careers in the exciting field of biotechnology.
**PAPER**

- Fortress Paper Ltd. has appointed Andre Boucher as Chief Operating Officer of Fortress Specialty Cellulose Inc. Most recently, Boucher was general manager of Ethanol Operations for Suncor Energy Inc. Also, Fortress Paper has promoted Marco Veilleux to Vice President, Business Development and Strategic Projects of Fortress Paper.

- UPM announced that Hans Sohlstrom, Executive Vice President for Corporate Relations and Development and a member of UPM’s Group Executive Team, will leave UPM in order to assume the position of President and CEO in a Finnish family-owned company, Rettig Group, as of August 1, 2012.

- Verso Paper announced that Michael A. Jackson retired as the President and Chief Executive Officer and a director of the company on May 14, and that David J. Paterson succeeds Jackson in both roles. Jackson was named president and CEO of Verso in November of 2006. Prior to joining Verso, Jackson served as a senior vice president at Weyerhaeuser Company. Paterson (57) formerly served as president and CEO and as a director of AbitibiBowater from 2007 to 2011.

- Wausau Paper has appointed Sherri L. Lemmer as Senior Vice President and Chief Financial Officer for the company. Formerly, Lemmer served as Vice President, Finance and Information Technology for Wausau. Lemmer will continue in her roles as Treasurer, Controller and Secretary for the company.

**RECOGNITION**

- Mika Viljanmaa, Development Manager in Metsä’s Jarvenpaa unit in Finland, has been awarded the prestigious 2012 Marcus Wallenberg Prize for his work on metal belt calendaring in paper and board making. The Marcus Wallenberg Prize is an international prize that recognizes a single research breakthrough by one scientist or a small group of collaborating scientists which will have a significant effect on the forestry and forest products industries.

- Daniel Buron, Senior Vice President and CFO of Domtar has won the “Aces of Finance” award in the Public Corporation category. Organized by the Quebec chapter of Finance Executives International Canada, this recognition is awarded annually to recognize professional accomplishments of exceptional financial executives.

**TERMINATION**

- Sodra on May 9 terminated the employment of its CEO Leif Broden, citing differing views between Broden and its Board of Directors. Broden had been employed by Sodra since 1999. Recruitment of a new CEO is underway and Gunilla Saltin, President of Sodra Cell will take on the additional role of CEO for the entire Sodra Group on a temporary basis.

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**PRECISION**

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www.precisionrollgrinders.com
The old adage “What goes up will come down” accurately depicts the state of the market for printing and writing grades over the last year. It also certainly can be used to describe what’s been going on in the coated freesheet sector over the same period.

As reported in last year’s column (PaperAge, May/June 2011), coated free sheet and most major grade segments, including other printing and writing papers, staged a solid recovery in 2010 from the unprecedented 2008-2009 downturn caused by the U.S. recession. Overall North American printing and writing paper shipments posted a 3% gain in 2010, according to the Pulp and Paper Products Council (PPPC). Coated groundwood and freesheet shipments rose while shipments of both uncoated freesheet and uncoated groundwood slipped. Total North American apparent consumption of coated papers grew by about 11% in 2010 with extremely strong gains posted by coated freesheet. U.S. coated paper shipments for full-year 2010 posted a solid 12.8% gain over weak 2009 levels. Coated freesheet shipments posted the strongest gains of any major printing and writing grade, with shipments rising by 15% to 4.2 million tons, vs. 3.6 million tons in 2009.

Mill operating rates posted significant improvements as well, rising from 80% in 2009 to 96% in 2010 for coated freesheet and coated groundwood. This set the stage for a turnaround in coated free sheet prices which rose from under $900/ton in early 2010 to about the $975/ton range for No. 3 web grades by the end of the year following successive price increases. Prices remained in that $975-1075/ton for most of 2011, exhibiting a steadiness that was in sharp contrast to most other market indicators such as the direction of production or demand.

Wavering Demand in 2011

But signs of trouble were evident by early 2011. Coated paper demand, and for that matter, North American demand for all printing and writing papers, began to fall behind prior year levels even as early as late in 2010 and this continued into 2011. This was particularly worrisome since even with the gains in 2010, demand lagged far behind historical levels. Unfortunately, what happened was that following a recovery that was partially driven by the need to rebuild vastly reduced inventories, demand again contracted in the face of fundamental structural changes in advertising and paper use and continued lackluster economic growth.

By the end of 2011, U.S. shipments of coated free sheet had decreased year-over-year for thirteen straight months, following thirteen consecutive months of year-over-year increases, according to AF&PA. Total printing and writing paper demand fell 5.2% in North America last year to 24.2 million short tons, as reported by PPCP. The largest decline in demand was posted by uncoated mechanical and coated mechanical grades, which fell 7.8% and 8.6%, respectively. Coated freesheet demand declined 2.8% in 2011 vs. 2010, dropping to 4.9 million tons, as shipments slipped 4.1% vs. the prior year to 3.96 million tons. Coated freesheet imports into North America rose 3.1% to 964,000 tons.
Pricing Remains One Bright Spot

Pricing has been one bright spot for producers as coated freesheet prices remained largely stable in 2011 following on the solid gains posted in 2010. Fourth quarter 2011 prices were about even with fourth quarter 2010 prices. One reason for price stability has been a rise in costs, which were up about 4% in 2011 for coated freesheet grades, according to company reports. Cost increases were driven early in the year by increases for coating binders and other chemicals, energy costs and fiber costs. Energy costs present a mixed picture, as costs for transportation and other oil related fuel costs have risen but have been offset by a plummet in natural gas prices, and mills have moved to take advantage of this as much as possible.

Despite some easing of costs due to lower market pulp prices late in 2011, producers started pushing for a price increase during second quarter 2012. It’s somewhat hard to see what mills used to justify the increase and thus there is some skepticism it will succeed. Demand remains weak, but with capacity being fairly concentrated it may succeed — if not right away then later in the year if markets improve.

A $30/ton increase has been announced by mills that account for almost 90% of coated wood free capacity in the U.S. and Canada. Published reports credit the push to improved order backlogs and indications that the U.S. economy is improving. The implementation date for the increase varies. For example, Sappi, the number two producer with about 25% of North American capacity, is reported to be setting a $30/ton increase for deliveries on or after June 1. Other producers such as Appleton Coated and West Linn announced a $30/ton increase effective for May 1 and May 29 shipments, respectively.

Global Developments Key to Outlook?

So will the falling demand/solid pricing scenario continue to play out? Developments in offshore markets and trade are likely to have a big impact on the direction of the coated freesheet market for the remainder of 2012. One issue is trade, where it is reported that duties imposed on Chinese coated imports into the U.S. market may be rescinded. If this occurs, the oversupplies of coated wood free in China will likely result in an increase in exports to North America and this could undermine pricing. The duties, which were imposed in late 2010, effectively cut Chinese mills out of the U.S. market for coated freesheet. It should be noted that while Chinese imports fell dramatically, imports from other regions, notably from South Korea and Japan and from Western Europe replaced them to a large extent.

European coated freesheet markets are also struggling with extremely weak demand and in turn oversupply. Overall coated freesheet shipments fell 7% in 2011 vs. 2010, while coated groundwood output decreased by around 0.5%. With demand falling, further capacity reductions in Europe have continued, including the closure last year of a 200,000 tpy coated wood free line at the M-Real Aanekoski mill. However, if the European economy is pulled into a deep recession by the debt-induced economic crisis, mills will look to move additional tonnage offshore and that could impact the U.S. market.

There is a ray of hope that might help as advertising could improve later this year due to two major events: the Olympics and the U.S. Presidential election. Traditionally this was the case, but it’s unclear in today’s world how big of an impact, if any, this might have. As noted, U.S. magazine advertising, which is one indicator of coated paper demand, fell drastically in the fourth quarter of 2011, down 8.0%, following a 5.6% drop in the third quarter, according to MPA. Magazines continue to struggle against losses in readership and advertising revenues to the internet and devices such as tablets and smart phones.

And while global developments are important, we can’t ignore the importance of the masterful job that producers have done in matching supply with demand. Industry observers speculate that some producers may not be as willing to take downtime or shutter capacity owing to severe financial constraints, e.g. operating in bankruptcy. Further capacity reductions will be required as demand continues to shrink, so this will bear watching.

On a final note, sluggish economic growth has also contributed to weak paper markets. U.S. GDP rose just 2.2% in the first quarter 2012, down from the 3.0% gain posted in the fourth quarter of 2011 and 1.8% in the third quarter. GDP growth slowed in 2011 to a 1.7% annual rate following the 3.0% gain posted in 2010.

If a bump in demand occurs during the second half of 2012, driven either by stronger economic output in the U.S. and/or an improvement in advertising and promotion expenditures, then prices may rise a bit during the second half of this year. But this assumes Europe doesn’t implode economically and pull the U.S. economy down with it. If demand continues to plummet, it will all depend on how rapidly supply can be reduced, which is just normal operating procedure for the industry in today’s world.

Harold Cody is a contributing writer for PaperAge. He can be reached by email at: HCody@paperage.com.
Before I unfold the CEPI roadmap, it's a pleasure to identify some good news that's going on right now. In a few weeks time, the Olympic Games will open 35 miles up the road from me. On the basis that the IKEA needs three paper mills to supply the paper to print its catalogue, I'm assuming that many more mills will be needed to supply paper for millions of tickets, programs, fliers, posters, banners and so on for the Games. The Olympic ‘delivery’ committee couldn't tell me how much paper would be needed. It's clearly been ordered and printing is underway. So some mills in the UK and mainland Europe can expect to have a very good year.

We all hope the Olympics will distract us from the political and economic chaos in several European countries. Here in the UK, things look O.K. For the paper and board industry, it's even better. Last year, for the first time since 1997, there were no mill closures, and the tissue and board sectors rebounded while recycling rates rose 5% to 78.7%. This exceeds the 60% target set by regulators. Three new mills started up in newsprint, corrugated and tissue, and two UK-based operations made acquisitions in mainland Europe. It now appears that gloomy predictions for 2012 were exaggerated, according to UK’s Confederation of Paper Industries (CPI).

CEPI’s Roadmap 2050
Recently, the Confederation of European Paper Industries (CEPI) published a detailed forecast up to the year 2050, “The Road to 2050,” which examines seven main sectors where the forest industry will go in response to consumer demand and social change.

Forests – These will offer an attractive investment for ecosystem services and related products such as forestry, biodiversity, wetlands and eco-tourism. The new awareness of carbon storage in forests and wood products has driven development in forests and their management in Europe.

Wood-based Construction Materials – These are now widely used in the built environment to deliver an 80% CO2 emission reduction by 2050. This will extend the carbon storage role of forests. At the end of their life, wood products can be reused or recycled before being used as a carbon neutral fuel.

Packaging – This now has a much greater role in society as it is lighter, more efficient and more advanced than competing materials. Demographic trends have created a demand for smaller-sized goods for daily needs, while improved health and safety regulations worldwide have boosted the global demand for packaging. Smart packaging and IT solutions have created less waste, improved logistics and reduced transport.

Paper-based Hygiene Products – By 2050, developing and developed markets will still need increasing amounts of paper for daily essential needs. Women will be important drivers of consumption in both markets and will work outside the home to the same extent as men. The aging population will also increase the need for incontinence care products that permit an active life.
Printing & Writing Grades - These grades will be produced in smaller quantities but in more varieties and grades. European companies enjoy a sizeable chunk of the global market, which is expected to grow. Lightweight paper for office use will offer better print quality and machine performance. Virgin fiber content for these grades will remain essential alongside recycled content.

New, Renewable Products - These will continue to be developed in the direction of biorefinery processes to produce textiles, energy, chemicals, and new materials for pharmaceuticals. The forecast claims that the forest products sector is the largest producer of bio-energy in Europe but its share is expected to shrink as other industrial sectors move into bio-energy and biofuels.

Future Wood Supply - The roadmap predicts that wood production will rise from 550M m^3 in 2010 to 750M m^3 by 2050, much of which will boost domestic production of forest biomass for energy. But the industry forecasters and the European regulators differ critically over supply and demand. The European Commission (EC) believes that agriculture, not forestry, will be the prime source of biomass.

There is a potential source of conflict here when subsidies are on offer. The forest industry will have to compete with other industrial players — and the regulators — for its share of investment.

Plantation forests already account for 7% of the world forest area and the growing demand for biomass will attract interest in species that offer more possibilities such as fiber production, reassembly of larger solid wood items, energy and chemical products.

New species of frost-resistant hardwoods are already being trialed on former farmland in Poland and the Ukraine. The plan is that almost 3M hectares of plantations — 40% eucalyptus and 60% other species — will be added in the next 30-40 years.

This is ambitious stuff for the European forest industry. I’ll certainly catch the Olympics this summer, but I won’t be around for the 2050 show. Some of our younger readers, however, might be.

David Price is a contributing writer for PaperAge. He can be reached by email at: DPrice1439@aol.com.

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Every so often a story comes out about some action in the pulp and paper industry that deserves a second look. This is one of those.

For the past several years, announcements of new paper machine installations seem to have focused upon China and the giant packaging paper machines that are being built in that country. These machines are more often wider, faster, state-of-the-art technology designed to produce more with less. After all, the Chinese pulp and paper industry has been spending huge amounts of capital for fixed assets. One report¹ suggests year-over-year growth of 20% to 35% between 2004 and 2009, while the same report indicates the Chinese paper industry has been subsidized as much as $3 billion up to nearly $10 billion per year between 2004 – 2009.

This article is not about the latest, biggest, fastest paper machine, nor their funding. Instead it’s the story of an attentive, innovative, persevering, tenacious group of Midwestern U.S. papermakers — tiny by comparison — and their quest for competitive advantage in a business rife with global players.

**HISTORY**

Greif’s Massillon, Ohio paper mill started out as a “chipboard” (21#) manufacturer in 1966 with one paper machine. Greif bought the facility in 1971 and installed #2 Paper Machine. By 1975, corrugating medium was the primary product manufactured. Some 48,000 tons per year was record production in 1978, increasing to nearly two times that amount by 1988.

Co-generation, initially installed in 1997, returned its investment by 2000 far exceeding ROI expectations. By 2006 the mill had installed stock preparation equipment capable of supplying 600 tons per day of mostly recycled fiber to the two paper machines, which were producing an
average of nearly 450 tons per day (155,000 tpy).

During 2007, the Greif Board of Directors approved funding for modernization of the #1 paper machine, but it would take two more years of design, planning, engineering and vendor selection before the project was started — officially in August 2009.

Complete removal of the old machine and installation of basically a new machine would be a long and difficult project, taking much longer than originally anticipated. Nevertheless, on May 16, 2010, the new #1 paper machine was commissioned, and just before noon the first reel of paper was turned up in the presence of a multitude of stakeholders, including suppliers on-hand to assist and witness the start up.

THE VENDORS

The list of equipment vendors and contractors is a who’s who within the paper industry. R-V Industries was the primary supplier for design, engineering and manufacturing services. The project scope included a fourdrinier, press and dryer section with a horizontal track reel.

Other notable suppliers include: Metso, Voith, GL&V, Kadant, Vooner, SKF, ABB, Emerson (Delta V & Rosemount), Kemira, Enerquin Air, Rockwell Automation, Nalco, Paparima; and contractors CR Meyer, Hilscher-Clarke and Standard Plumbing & Heating.

To get to the point though, Mill Manager, Chip Shew and Plant Engineer, Jack Eschliman, developed a criteria of vendor selection which not only included the usual price, quality, delivery and terms, but something much more abstract — confidence.

Their qualifying supplier dashboard evaluation listed the following attributes:

• Honesty and Integrity, coupled with…
• Excellent communication skills.
• Overall process knowledge
• A strong commitment.
• Solid company history built around reliability, quality and service.
• Support throughout the layers of the entire organization before, during and after a project.
• “Outside the box” thinking that introduces modern technology, reduces operational costs of the equipment and process and helps support the customer’s sustainability initiatives.
• Understanding the needs and respecting the culture that is engrained in the mill’s team.

THE REAL STORY

The real story, however, behind this rare occurrence, e.g., a new paper machine in a mature, developed market, is the commitment, dedication and passion of the mill’s workforce in starting and completing this installation.

You see, the mill employees, i.e. management, operators and maintenance, working with difficult circumstances, designed, engineered, procured, project managed and installed more than 90% of the mechanical equipment, including piping, and assisted with much of the electrical requirements.

Included in the project were building renovations and additions to accommodate electrical gear and support and
auxiliary equipment, such as the circulating oil lubrication systems. The machine room has no basement.

While across the machine room aisle continuing to produce paper throughout the project sits #2 paper machine with its operational and maintenance demands drawing upon the same workforce installing the new machine.

The effort expended by this tiny group of modern day artisans and craftspeople is nearly unimaginable. One simple illustration is the fact that all the original soleplates had to be removed and new foundations with new soleplates installed, not a common skill among today’s mill workforce.

Yet in the end, the results of this and other construction tasks are spectacular.

The very first reel of paper produced off this hybrid machine was salable, thus speaking volumes of the equipment, its installation and the knowledge, experience and persistence of all those involved.

THE LITTLE MILL THAT DID
Touring the machine and its auxiliaries while discovering that its installation was performed by the existing maintenance crew of less than ten mechanics and an equally small number of operators and a hand-full of management personnel, one familiar with paper mill operation is left awestruck at this astonishing feat.

Some might question whether this project was too much for too few, but instead you will find a Herculean effort performed by proud, confident, inspiring people — accolades truly deserved but failing to convey the admiration.

So, how is the machine doing? Quite well, thank you. Now there are two machines to operate and maintain. Production and quality are on target and the mill is embarked upon another project, again aimed squarely at improvement and again mostly staffed by existing employees.

The new machine requires changes in existing asset management techniques, tools and capabilities in order to provide long term, life cycle reliability at lowest possible costs. This effort includes implementation of a maintenance management system, organization of MRO inventory, identification and development of specific reliability strategies to help define resource requirements, all worthy efforts by proven, tested, capable people dedicated to a goal — improvement.

Shew was nominated for this award by ASPI members, who cited his passion for his mill and people, his sound judgment and coolness under fire, and his personal relationships with each of the startup crew and vendors during the successful rebuild of Paper Machine #1 at the Massillon mill.

A Cut Above

Shew was presented with ASPI’s 2011 Excellence in Leadership award from ASPI President Bob Gallo (President, Voith Paper North America). Shew serves as Mill Manager – Paper, Packaging and Services for Greif’s Massillon, Ohio mill.

Shew was nominated for this award by ASPI members, who cited his passion for his mill and people, his sound judgment and coolness under fire, and his personal relationships with each of the startup crew and vendors during the successful rebuild of Paper Machine #1 at the Massillon mill.


John Yolton is nearing his 47th year in the pulp and paper industry. His current assignment is assisting clients with strategies for improvement. He can be contacted at john.yolton@skf.com.
Delivering Efficiency for Packaging & Board

Kemira delivers functional and process chemistry solutions to board customers in more than 40 countries. We combine 90 years of extensive experience, a deep understanding of papermaking processes, and on-site technical service to address the needs of our customers. Our research, product development and applications expertise are all aimed at improving efficiency. In fact, at Kemira, everything we do is based on being a trusted, reliable and knowledgeable full-service partner to our customers. Looking to enhance your board production efficiency? Kemira delivers.
In this era of being flexible and meeting customer needs quickly, Twin Rivers Paper developed new grades of coated paper on their PM 3 at the company’s paper mill in Madawaska, Maine. In recent years, the Madawaska mill added a hot soft calender stack to improve the quality of the sheet to further meet the needs of the marketplace. This versatility greatly enhanced the diversity of Twin Rivers’ product line and kept the company at the forefront of product development for the marketplace. However, with flexibility, a new issue developed — hazing of the thermal roll in PM 3’s hot soft calender stack.

In fact, hot calender roll hazing became a fact of life for PM 3 from day one. The mill spent hours cleaning the thermal roll to remove material which had built up during each run before changing to another grade of paper. The downtime needed for cleaning these rolls amounted to at least six hours of lost production every month. Additionally, the roll needed to be ground and polished every six months to reestablish the desired specifications.

Twin Rivers Paper decided to find a more efficient way to achieve the same high performance results on their machine for all their various paper grades without spending nearly six hours a month for downtime due to cleaning, not to mention the costs associated with changing the aforementioned roll twice each year for grinding. This is where Precision Roll Grinders (PRG) entered into the picture.

DETAILED EVALUATION

To start things off, Mark Rancourt, Northeast Account Manager for PRG and Pierre Dubay, Manager, PM 3 for Twin Rivers Paper, reviewed the history of the roll and found that a carbide coating had previously been applied to the roll’s surface. On the next scheduled shutdown of PM 3, Rancourt
returned to Madawaska to measure the surface finish of the roll and visually examine the condition of the roll’s coating.

First, the roll was examined under high magnification, which showed that the coating was excessively porous. In addition, the coating seemed to be degrading. This finding was confirmed when Rancourt measured the surface finish and the coating thickness across the roll face and around its circumference. The measurements verified that the Ra (surface finish) of the roll was very rough and 200-300% above specification, both before and after cleaning by the mill crew. PRG concluded that the hazing of the roll was most likely due both to coating degradation and due to the buildup on the roll surface. This circumstance made it quite difficult for the mill to achieve the desired gloss that was expected from the calendering process.

Further investigation determined that the coating thickness varied by up to 0.002” across the roll face and in three planes around the roll. These results provided the mill with all the evidence needed to determine that coating degradation was most likely responsible for the hazing issues affecting the thermal roll on PM 3’s hot soft calender stack.

The increased porosity of the coating enabled material from the mill’s process to collect on the roll surface and thus diminished its operational productivity. “This roll runs at a high temperature and it needs to withstand the rigors of an abrasive environment for a long period of time,” Rancourt explained.

THE SOLUTION

A solution was needed and Rancourt, along with the technical team at PRG’s Allentown, Pennsylvania facility, examined all the parameters for this challenge. The team proposed a proprietary protective coating known as Roll Armor 34™. This tungsten carbide coating would be denser, resist abrasion and, thus, provide the mill with long lasting sheet gloss characteristics. The proposal made sense to Twin Rivers and on the next opportunity the roll was removed from the machine and shipped to PRG’s Allentown plant.

Once the roll was stabilized in PRG’s temperature controlled facility, it was placed in the grinder and a further investigation confirmed that the profile of the roll was out of specification by nearly two thousandths (0.002”) of an inch, when in fact it should have been within two ten thousandths of an inch (0.0002”).

PRG also discovered that the roll’s roundness and TIR (total indicated runout) were out of specification by almost four thousandths of an inch, respectively. Each of these issues was resolved when the roll was ground in PRG’s recently upgraded CNC grinder. The roll was then sent to Praxair Surface Technology’s (PST) facility in New Castle, Pennsylvania for coating. “PST has an exclusive agreement with Precision Roll Grinders for coating paper industry calender rolls with their proprietary carbide coating powders and spraying processes,” explained Bob Rourke, National Sales and Marketing Manager for PRG. “These coatings consistently provide the most dense and most abrasion resistance available to the market place. This allows the customer to achieve the maximum gloss for the longest period of time possible.”

Upon completion and inspection at Praxair’s facility, the roll was returned to PRG for finish grinding and polishing — processes that would achieve Twin Rivers’ strict specifications for the roll.

PM 3 is a Beloit machine with a trim width of 177 inches and maximum design speed of 1500 feet per minute. PM 3 produces Specialty Label and Packaging Grades and has an annual capacity of 50,000 tons.
The resulting grind by PRG resulted in the desired surface finish and roundness for the roll well within specification. “The TIR came in at 80 millionths of an inch, which was a much tighter specification than the mill had been able to obtain anywhere in the past,” Rourke noted.

The roll was then given its final 24 Point Spec Check, packaged, and sent to back to the Twin Rivers mill in Madawaska.

RESULTS

The Roll Armor 34-coated roll was installed in March of 2011. The immediate result of the installation was an outstanding improvement in the ability to achieve the targeted sheet gloss without any roll hazing. The mill ran through all of its grades in the ensuing weeks without any downtime attributed to roll hazing or cleaning. The transition between grades has been effortless during the past year and the hazing has not returned as of April of 2012. All in all, the roll continues to perform well in the machine.

“What is remarkable is that even though this roll has been in service for over a year, there is no loss of coating performance,” Dubay said. “In fact, the gloss is still in specification with Ra levels holding across the entire roll surface.”

Prior to the implementation of the new coating on the roll, the paper machine would need to be cleaned for at least fifteen minutes to an hour after each grade change. The Roll Armor coating eliminated the need for this and now saves the mill nearly six hours per month in lost time on the machine. “It is easier for us to achieve the high quality that our customers have come to expect from Twin Rivers Paper Company,” Dubay added.

EXTENDING THE LIFE OF THE ROLL

Historically, calendar rolls normally ran for six to nine months in this position on the calender stack between grinds. By using this coating, the life of the roll is prolonged considerably.

“Roll Armor 34 definitely adds to the lifespan of the calendar,” Rourke said. “Additionally, it improves the roll surface, sheet profile and extends the life of the adjoining top and bottom poly-covered rolls.

“We are happy that these changes have contributed so positively to the high quality that customers always associate with Twin Rivers Paper Company.”

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Bob Rourke is National Sales and Marketing Manager for Precision Roll Grinders. He can be reached at: bob.rourke@precisionroll-grinders.com.

Precision Roll Grinders provides quality roll repair, maintenance and service that extends the life of a roll. The company offers advanced grinding technology, quality assurance, and fast turnaround times. PRG operates four facilities: Allentown, PA; Carrollton, Georgia; Lewisport, Kentucky; and Texarkana, Arkansas.
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JUNE 10-13, 2012
68th Annual PPSA Safety & Health Conference
Pulp and Paper Safety Association
Caribe Hotel and Resort
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Phone: 850-584-3639
Web site: www.ppsa.org

JUNE 11-13, 2012
RISI Asian Pulp and Paper Outlook Conference
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Four Seasons Hotel Shanghai
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Web site: www.risiinfo.com/events/asia_conf

SEPTEMBER 10-12, 2012
ASPI Fall 2012 Meeting
Association of Suppliers to the Paper Industry
The Westin Charlotte
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SEPTEMBER 10-12, 2012
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Adforum AB and E.J. Krause & Assoc.
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SEPTEMBER 11-13, 2012
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Packaging Strategies
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email: meetings@packstrat.com
Web site: www.sustainablepackagingforum.com

OCTOBER 1-4, 2012
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Atlanta, Georgia, United States
Contact: Kristi Ledbetter
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OCTOBER 3-5, 2012
North American Forest Products Conference
RISI
Boston Park Plaza Hotel
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OCTOBER 30 - NOVEMBER 2, 2012
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NOVEMBER 7-8, 2012
Specialty Papers Conference 2012
Pira International and TAPPI
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NOVEMBER 8-10, 2012
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PaperAge MAY/JUNE 2012 25
Paper2012 - A View Forward

With an eye towards the future, Paper2012 addressed issues facing the paper industry today and shed a bright light on the possibilities of tomorrow.

By John O’Brien, Managing Editor

Paper2012 was back in New York this year and the Ritz-Carlton in lower Manhattan (Battery Park area) played host to the paper industry event from Sunday, March 25th through Tuesday, the 27th.

For those who may not be familiar with Paper2012, it’s basically a business convention where people from virtually every link in the paper industry supply chain, and from all over the world, converge at a “host” hotel designated by organizers AF&PA and NPTA. When I say the convention involves the paper industry’s entire supply chain, I’m not overstating the scope of operations of the attendees. People from around the world representing pulp and paper producers, paper converters (sheeting, slitting, finishing, packaging, etc.), merchants, distributors, exporters and importers, warehousing and storage, freight and shipping, consultants, software vendors, and so on make the convention. It’s an impressive assembly to say the least.

Last year, Paper2011 for the first time was held in Chicago, which is where Paper2013 will be held next March. But for over a century the convention, which formerly was known as Paper Week, had been held at the Waldorf=Astoria in New York’s Midtown Manhattan section. In Monday’s Opening Session, AF&PA’s President and CEO, Donna Harman, welcomed the crowd and talked about the convention’s move from the Waldorf to the Ritz. Her remarks also touched on Paper2012’s theme, “The View Forward.”

“Our decision to move was influenced in part by the post-9-11 revitalization of lower Manhattan. This area has seen a lot of change over the last decade, and with the completion of the 9-11 Memorial, there is a sense of moving forward. Business is once again booming in this great neighborhood, and we wanted to be part of that.

“As I toured the Memorial a few days ago, I was reminded just how engrained paper is in our lives. Families and friends who lost a loved one that day regularly use paper to create rubbings of their loved one’s name, which are etched in the memorial. Paper makes it possible to take a tangible remembrance of their loved ones from the site. So as you meet with colleagues old and new over the next two days, we encourage you to engage in a conversation with a strong sense of pride and confidence in the possibilities for paper in our future.”

Alexander Toeldte, President and CEO of Boise Inc. and AF&PA’s 2012 Chairman, at the opening session emphasized that the industry has a good story to tell, but must do a better job of getting it out to the public.
“An important part of our commitment to sustainability is our commitment to recycling. I am happy to announce that in 2011, a record-high 66.8% of the paper consumed in the U.S. was recovered for recycling. That’s up from 63.5 percent in 2010, and nearly double the 1990 baseline recovery rate of 33.5 percent,” he said.

He then turned to industry’s less than stellar attempts to get that good message out. “For too long our industry communications efforts have been too little, too late,” he said.

But all hope was not lost. Mr. Toeldte described the development of a public-awareness plan, which would help educate the public about paper products.

“A panel of industry leaders has been working to develop the outline of the paper industry’s own “Got Milk?” type of campaign called the Paper Check-off. The goal of the Paper Check-off is to gain broad-based industry buy-in to speak with one voice on the value that paper offers in the marketplace, as well as educate the public about the renewable and recyclable nature of our products. The public deserves to know that paper is a responsible choice, and we believe the best way to effectively counteract the misconceptions is through the Paper Check-off program.”

Next up was featured speaker Scott Klososky, a media technology expert and founder of webcasts.com. Klososky opened his presentation, “Harnessing Second Generation Technology: The Future of Sales and Marketing.” with a slide that displayed a quote from another motivational speaker Ross Shafer — “If you don’t like change, you are going to hate extinction.” It was a ringing intro for what was to come.

Klososky stressed that the ability to communicate with one person or millions with the press of a button — anywhere in the world and for free — is game changing. He said that companies must take advantage of what he termed “organizational voice channels” such as Twitter, Facebook, blogging and podcasts.

He also talked about the changing sales dynamics. “If you are in a business-to-business market you must learn to build a ‘Socially Facilitated Selling’ strategy, on top of your current model,” he said. He defined the strategy as “…using a collection of social tools to create an environment that helps the sales force close more sales.”

Klososky noted that there was no need for a paperless society and that in fact the industry should embrace digital technology and utilize it as to a much greater extent as a conduit to reach millions of consumers around the world.

On Monday afternoon, the “Speed Networking” session got underway. This concept was introduced at last year’s conven-
Paper2012 proved to be a winner again — regardless of the city or the hotel — for the people who attend and for the global paper industry as a whole. The convention brings together the people behind the many integral functions who must work hand in hand to get paper from the reel to the consumer.

Paper2013 will take place in Chicago, March 17-19. If you’re interested in learning more about the convention or would like to be placed on an email list to receive updates for next year’s event, send me an email at: jobrien@paperage.com. Digital copies of the Paper2012 Convention Daily are available for download on our web site: www.paperage.com.
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China’s Modern Paper Industry Slated for Major Development

The role of China’s paper industry as a new source of economic growth under the country’s 12th Five-Year Plan (FYP) for paper industry is highlighted in APP-China’s latest edition of the Paper Contract with China (PCwC) report.

Upon examination of China’s 12th FYP, it is clear that the paper industry’s contribution to China’s GDP cannot be ignored. According to official figures, the Chinese paper industry’s output in 2010 stood at nearly RMB 600 billion (USD 95 billion) in value. This was a rise of over 25% compared to the previous year, demonstrating how the paper industry has become one of the key components of the Chinese national economy.

As an indispensable part of the national economy, the paper industry also acts as an economic stimulant for a number of upstream and downstream industries, as well as for local economies. Being at the core of an extensive industrial supply chain, it has a profound impact on related industries such as forestry, agriculture, environmental protection, printing and publishing, chemicals, machinery manufacturing, industrial automation and transport.

For instance, APP Hainan Jinhai Pulp & Paper is one of the largest enterprises within the Hainan Yangpu Economic Development Zone. The zone was responsible for 42% of the province’s industrial output in 2011, while it occupies less than 0.1% of the island’s total land area. In addition, the paper industry’s connective impact on related industries can be demonstrated by its impact factor of 1.2151, which is significantly higher than the chemical or electronics & communications industries, with impact factors of 1.1519 and 1.0968 respectively.¹

The paper industry’s robust growth and the organic integration of the plantation-pulp-paper business segments have created job opportunities on multiple levels, which encourages positive social development. To illustrate this, Mr. Xu Weidong, former Secretary-General of the Forest & Paper Branch of the China Forestry Industry Association, notes that an average 700-kilotonne-wood pulp line requires supply from a plantation of 3 million mu (200,000 hectares). At the rate of an average of 110 workers a year per 10,000 mu (666.7 hectares), a total of 33,000 workers are necessary to maintain normal operations. Around another 10,000 workers will be needed to operate production. The production line will therefore directly create about 43,000 jobs in total.

Nevertheless, the industry has been plagued by environmental problems, traditionally caused by the widespread use of outdated technology and a lack of environmental awareness. However, today’s paper industry has undertaken a complete transformation. Amidst technological advances, as well as rising of national standards and increased awareness of corporate responsibility, China’s modern paper enterprises are taking active measures to modernize the industry by employing renewable resources within a cleaner production process.

This trend is echoed in China’s 12th FYP, which identifies the future development of China’s paper industry as a technology-intensive, energy-saving and environmentally friendly sector. During the 12th FYP, China’s paper industry will step up its sustainable operations to enhance its global competitiveness, while retaining its resource and energy use to provide its customers the highest quality paper products, and thus make increasingly significant contributions to the national economy. ■

¹The impact factor refers to when a certain product sector of the national economy sees a unit increase in its end product, and the relevant impact this has on the production needs of other sectors in the national economy. The larger the impact factor, the greater impact an industry sector has on others.

Singapore-based Asia Pulp and Paper (APP) is one of the largest vertically integrated pulp and paper producers in Asia. Since APP started investing in China in the early 1990s, it has over 20 pulp and paper mills in the form of subsidiaries or joint ventures, as well as forest plantations with a total area over 300,000 hectares. With over 38,900 employees, APP-China had a total production capability 8 million tons per year in 2010.
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