

DID YOU KNOW? A BIENNIAL PRINT MAGAZINE FROM SYLVAMO

VOL 1 26

DYK



DIGITAL REVOLUTION

How Emerging Print Technologies and
Innovative Integrations Are Changing
the Way We Communicate

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Letter from the Editor

We're diving deep into all things digital.

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Let's Get Digital: Substrate Success on a Digital Press

Digital printing presses have been around for decades, but it's only in the last ten years or so that digital has exploded. The transition from offset to digital poses some important questions for printers, particularly in terms of the right ink/substrate chemistry for high-performance print.

Get the Specs: Your Guide to Digital Treated Paper from Sylvamo

With the evolution of digital press technology comes the advancement of digital paper. This spec guide will help you zero in on the right paper for your print needs.

Right Message, Right Time: How Sandy Alexander Integrates Digital Solutions to Keep Wowing Customers

The bar has been raised for capturing customer attention with print. Commercial printer Sandy Alexander is leveraging a variety of digital solutions to marry customer data and timing to create the right message at the right time.

Printer's Corner: An Interview with Bennett Graphics

We spoke with Bennett Graphics about their transition to a digital-first print shop and how that approach has helped them be a more valuable partner to customers.

The DYK Mailbag

Your questions, answered! In this issue, we tackle reader-submitted questions about inkjet treated paper vs. inkjet coated paper and AI's impact on commercial print productivity.

Sound Up: A Digital Dance Party

This issue's curated playlist is a lively mix of songs that explore how digital technology shapes modern life.

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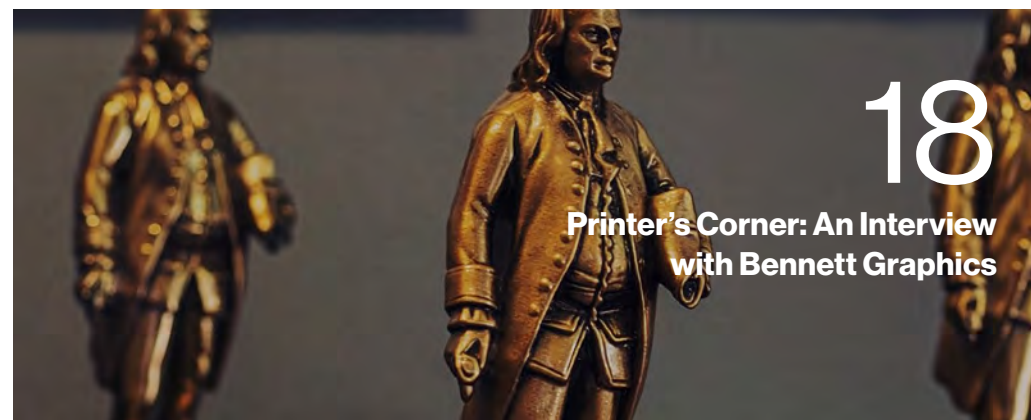
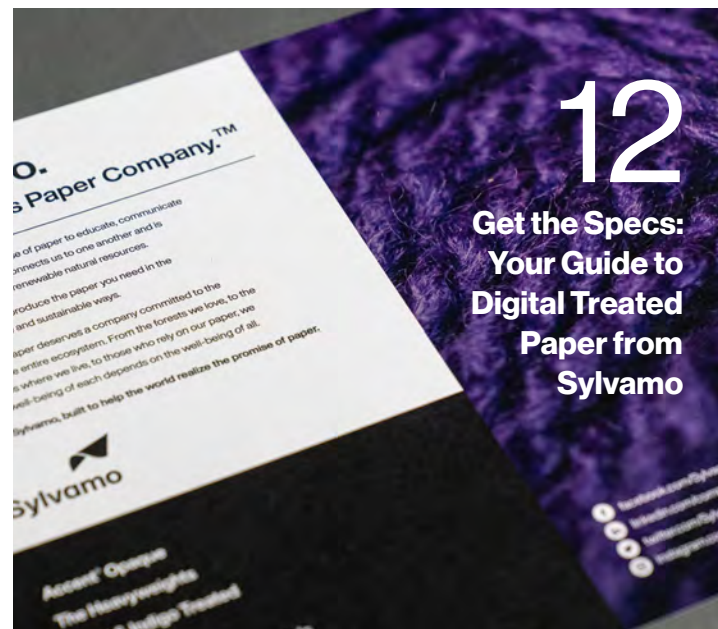
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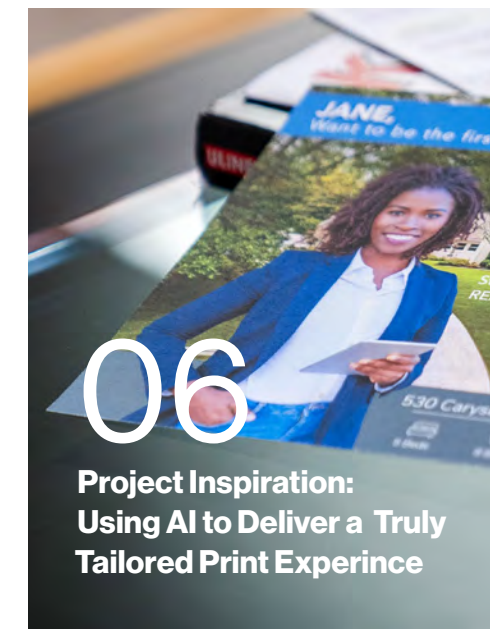


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Right Message, Right Time: How Sandy Alexander Integrates Digital Solutions to Keep Wowing Customers

“That’s where the wow moment is coming now. It’s about being able to trigger communications at the right time to ensure all the channels are in sync with each other.”

— Betsy Davis, Sandy Alexander



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THE INTERIOR OF *DID YOU KNOW?* IS PRINTED ON ACCENT® OPAQUE 80 LB. TEXT. THE COVER OF *DID YOU KNOW?* IS PRINTED ON ACCENT OPAQUE 80 LB. COVER. THE MAGAZINE IS PRINTED ON A 40” MITSUBISHI PRESS AND SADDLE-STITCHED.

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LETTER FROM THE EDITOR

WHAT WOULD YOU LIKE TO SEE COVERED IN FUTURE ISSUES OF DYK?

Reach us at
DYK@Sylvamo.com

This issue focuses on all things digital – a revolution in the print world that we examine thoroughly and from a range of fun, unique perspectives.

THE KEY TO DIGITAL SUCCESS? IT'S ALL IN THE PAPER

Our cover story looks at the growth of digital printing, including a breakdown of press technologies, ink types and paper treatment options. Print is both an art and a science, and the best results often come down to chemistry.

IN THIS ISSUE, YOU'LL FIND:

- A spotlight interview with Bennett Graphics, a print service provider who successfully navigated the move to digital presses more than 15 years ago

- A profile of Sandy Alexander that looks at how their approach to digital integrations helps marry customer data and timing to create resonant multi-touchpoint campaigns
- The DYK Mailbag, where we answer reader-submitted questions

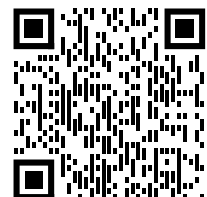
And, of course, another curated playlist for pondering how digital technology has shaped modern life.

This dive into the digital realm sets the stage for our next issue of the DYK Magazine – we won't spoil the surprise, but it will serve as a thoughtful counterpoint to the conversations in this edition.

Until next time,

AJ LAYO

Marketing Manager
Sylvamo



HAVE YOU MADE SOMETHING UNIQUE WITH SYLVAMO PAPER ON A DIGITAL PRESS? IF SO, WE'D LOVE TO SEE IT — AND POSSIBLY FEATURE IT IN A FUTURE ISSUE. **SEND US YOUR PRINT PROJECTS.**

LET'S SOCIALIZE



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USING AI TO DELIVER A TRULY TAILORED PRINT EXPERIENCE



This innovative use of AI to create a curated experience helps build a stronger connection with the recipient, forging a relationship and a sense of trust.

AI chatbots and print may not seem like complementary channels, but innovative printers are experimenting with how AI can add even more value to interactive, personalized print experiences.

That was the objective of this real estate print sample – to explore how using an AI voice assistant might better engage prospective homebuyers by providing vital property information, answering questions about specific homes and creating a more relevant print experience.

Using AI to create messaging that hits home

A jumbo postcard provides ample space for a full-color panoramic view of the listing's exterior along with key property information like square footage, number of bedrooms and bathrooms and important geographic information like proximity to a top-performing school district.

The size of the postcard also provides enough space to easily integrate a QR code that, when scanned, launches the AI assistant. The virtual assistant offers a personalized greeting, addressing the homebuyer by name, and custom responses to their questions.

This innovative use of AI to create a curated experience helps build a stronger connection with the recipient, forging a relationship and a sense of trust. Plus, this level of interactivity helps the postcard stand out in the crowded and competitive direct mail space, increasing the likelihood recipients will share the postcard with their personal or professional networks.

This kind of digital integration can not only boost the level of customer engagement, it can also provide brands with valuable customer insights based on the types of questions recipients ask the AI assistant.



The texture and weight of Accent Opaque 80 lb. Cover adds gravitas, while its smooth, even printing surface produces crisp, full-color images that enhance both the branding and the property's presentation.



**GET INSPIRED!
EXPLORE MORE
INNOVATIVE
PRINT SAMPLES**



Premium paper and personalization combine to close the deal

The texture and weight of Accent Opaque 80 lb. Cover adds gravitas, while its smooth, even printing surface produces crisp, full-color images that enhance both the branding and the property's presentation. Integrating the QR code that launches a personalized AI virtual assistant elevates the mailer's interactivity and value, creating a more memorable homebuyer experience.

PRODUCTION CREDITS

PAPER:
Accent® Opaque 80 lb. Cover

PRESS:
HP Indigo 7900

PRINTER:
IMEC

LET'S GET DIGITAL SUBSTRATE SUCCESS ON A DIGITAL PRESS

Digital printing presses have been around for about three decades, but it's only in the last ten years or so that digital has exploded, evolving from a niche corner of the market to the fastest-growing print technology. Offset printing, though still the dominant technology and strong in some segments, is declining overall, and a recent survey revealed that over a quarter of print service providers don't plan to make any further investments in offset technology because they intend to transition to 100% digital.¹

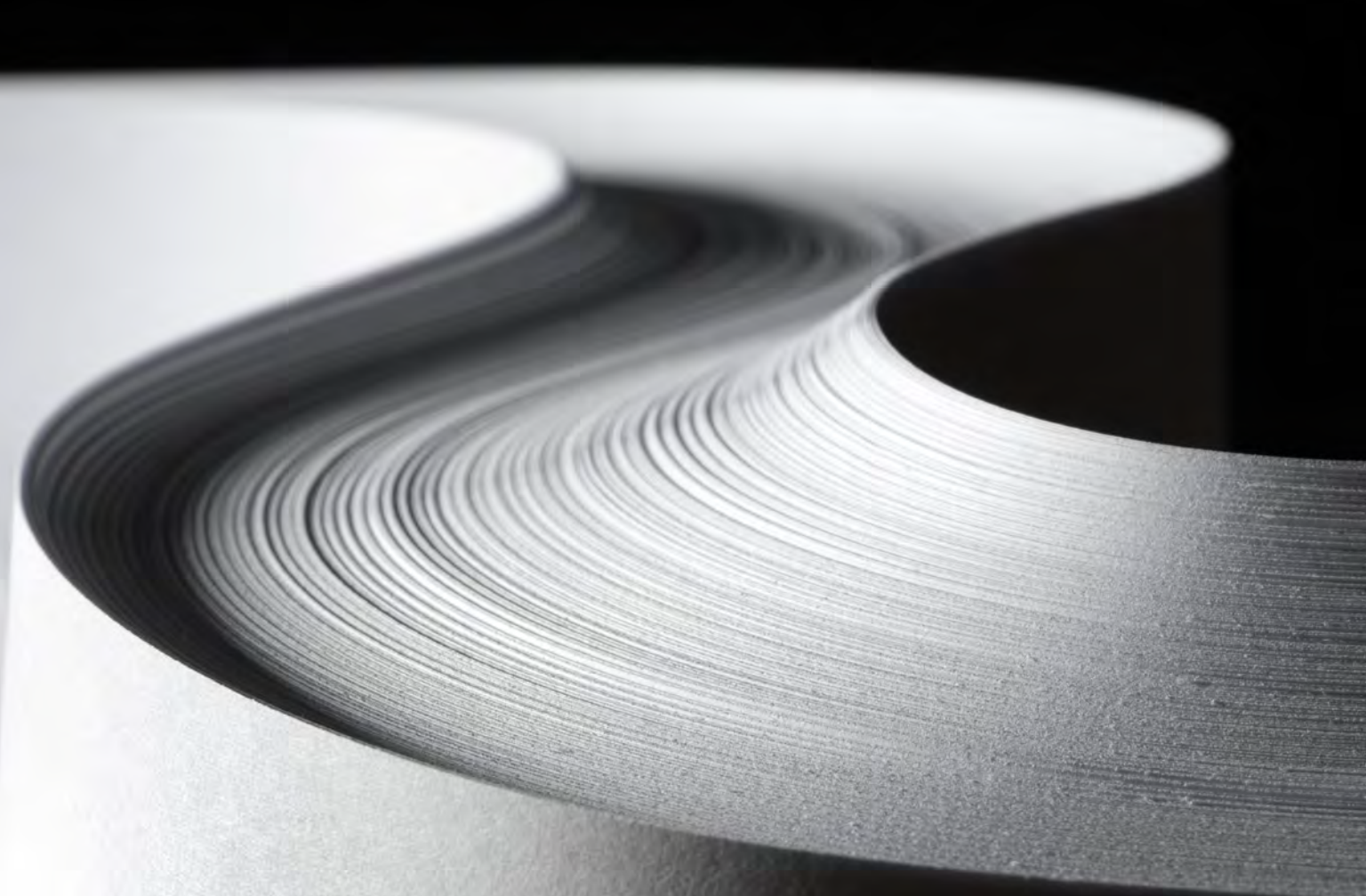
Digital printing is projected to grow from \$55.53 billion in 2026 to \$136.51 billion by 2034 – that's a CAGR of 11.90%.² Why such rapid growth? Digital offers printers and their customers some significant advantages:

- Greater speed
- Cost efficiency, especially for short runs
- The ability to personalize print with variable data printing
- The ability to print on demand
- Increased sustainability (no more plates!)
- Workflow automation

This growth is also driven by increasing demand for personalization in high-growth applications like packaging and direct mail, as well as a shift toward on-demand production to reduce warehousing in the book manufacturing sector.

¹ German Sacristan, "From Offset to Digital: The Transition Continues," *WhatTheyThink*, January 30, 2025, <https://whattheythink.com/articles/122626-offset-digital-transition-continues>.

² Fortune Business Insights, "Digital Printing Market Size, Share & Industry Analysis, By Print-head Type, By Application, By End-user, and Regional Forecast, 2026–2034," last updated February 23, 2026, <https://www.fortunebusinessinsights.com/digital-printing-market-108677>.



In the long history of print technology, digital printing is still relatively new, having hit its tipping point fairly recently due to improvements in quality and speed and a lower total cost of ownership for production equipment. As it moves past its early adoption phase and gains more widespread acceptance, there are many considerations for commercial print service providers as they transition work from offset to digital.

Surveying The Digital Landscape

Digital is an umbrella category that includes a few different printing technologies with important distinctions.

DIGITAL INKJET

Inkjet, which uses printheads with nozzles to transfer droplets of ink onto a substrate, is the dominant digital technology, boasting about half the digital print market share.³ Most commercial inkjet presses use pigment-based aqueous ink, but some use dye-based aqueous ink and UV-curable inks are more common in packaging applications.

DIGITAL TONER

Digital toner printing is an electrophotographic process that uses dry or liquid toner instead of ink. Digital toner may not be growing as quickly as inkjet, but it still plays a key role in commercial print and packaging, especially for small, quick-turn jobs.

³ Grand View Research, "Digital Printing Market Size, Share & Trends Analysis Report by Technology (Inkjet, Laser, Electrophotography), by Ink Type, by Substrate, by Application, by Region, and Segment Forecasts, 2024–2030." San Francisco: Grand View Research, <https://www.grandviewresearch.com/industry-analysis/digital-printing-market-report>



INDIGO

The HP Indigo is in a class all its own. Considered to be a digital offset process, Indigo presses use a laser to create images on a plate, which are then transferred to a substrate using a heated blanket. These presses use HPs proprietary ElectroInk.

Different processes. Different ink types.
Different substrate considerations.

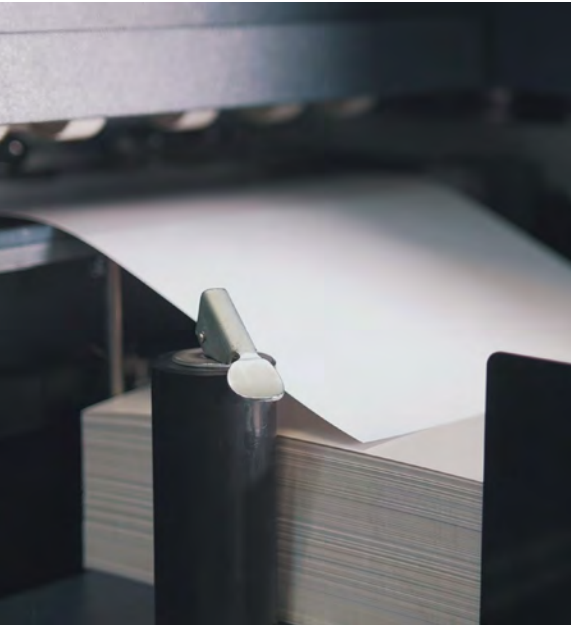
Ink + Substrate:
It's All in the Chemistry

Ink type determines what you can print on, whether you need a coating or treatment and what your color matching process will look like — all crucial factors that ultimately impact cost per piece and profitability.

To understand how ink type influences substrate options, you have to understand ink chemistry.

PIGMENT-BASED
AQUEOUS INK

Pigment-based inks are 95% water and sit on the surface of the paper.



DYE-BASED AQUEOUS INK

Dye-based inks also have a high water content, but they actually dye the paper fiber.

LIQUID TONER AND
ELECTROINK

Not technically ink at all, these consist of polymeric particles suspended in mineral oil.

To get the best results with your digital printing process, choosing the right paper is critical. Many applications benefit from treated stocks. Digital treatment helps create crisp, clear words and images, which is especially important if you are printing barcodes or QR codes or if you need to achieve vibrant colors. Testing different media during profiling and linearization can help you find the optimal balance of color, detail and runnability.



ON-PRESS TREATMENT

But not all paper treatment is created equal. Some treatments are on the paper (added post-manufacturing), while others are in the paper and part of the paper's chemical composition. On-press treatments such as bonding agents and primers allow you to use the same media for both offset and digital jobs, which can be more convenient, but it's generally best for black and white jobs or jobs that have only spot color. Treated paper provides better results for jobs with high ink coverage or lots of graphics, and they use less energy than in-line treatments.

WHEN WILL AN UNTREATED
SHEET SUFFICE?

It is totally possible to run untreated paper on a digital press, but the general rule of thumb is choose treated paper for any jobs with more than 15% ink coverage. Treated paper will help you achieve more vibrant color and better clarity.

The Future of Print
Is Digital

Digital print technology is rapidly evolving. The big digital players have been releasing new and improved digital presses every year, improving not only their speed and quality but the ROI they can offer print service providers. These technological advancements spur on new developments in ink and substrate technologies. Print is evolving — and paper is evolving right along with it.

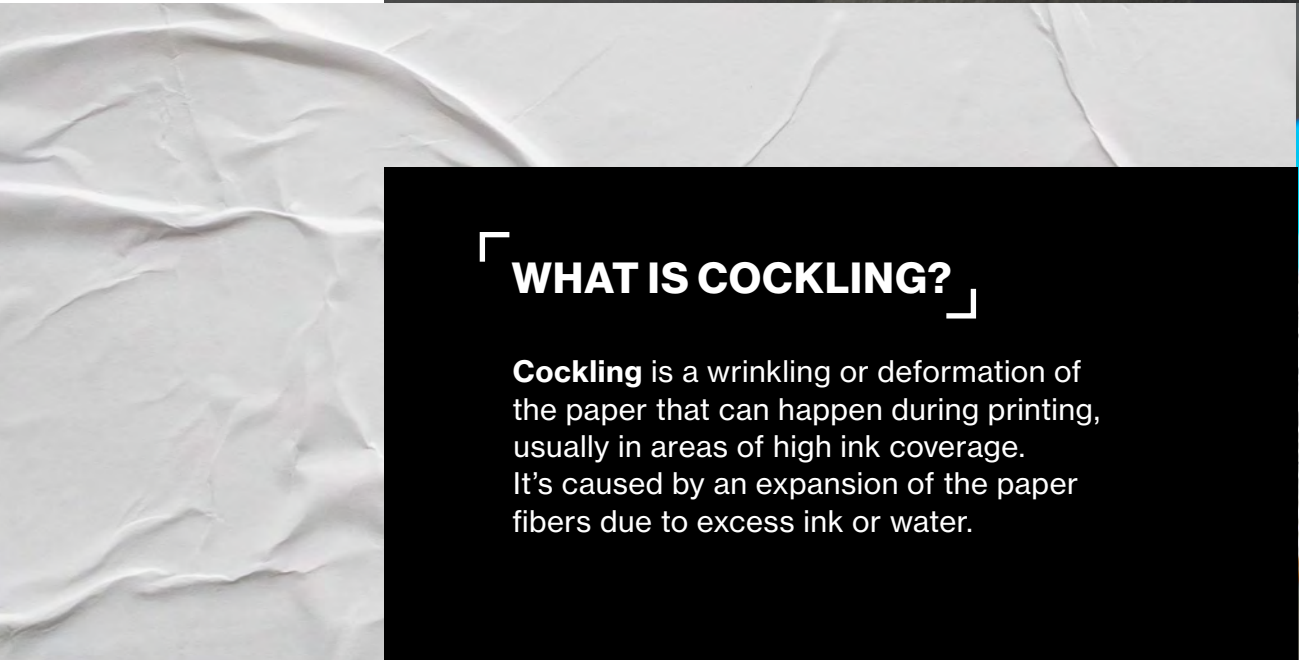


SEE THE COLOR
QUALITY THAT'S
POSSIBLE WITH
TREATED PAPER.

INKJET TREATED VS.
INDIGO TREATED

When looking at treated paper options, be sure to test papers that are treated for your press and ink type. Some treatments are engineered for the special characteristics of Indigo ElectroInk. Others are designed for water-based inkjet inks and help to wick away water, which is key for:

- A fast and even drying process
- Preventing cockling
- Preventing bleed
- Preventing dot gain



「WHAT IS COCKLING?」

Cockling is a wrinkling or deformation of the paper that can happen during printing, usually in areas of high ink coverage. It's caused by an expansion of the paper fibers due to excess ink or water.



GET THE SPECS

Your Guide to Digital Treated Paper from Sylvamo

DIGITAL TREATED COMMERCIAL PRINT PAPER

Formulated specifically for digital inkjet, Accent® Opaque Inkjet Treated with ImageLok® Technology and Williamsburg Opaque Offset with ImageLok Technology are engineered for high-speed roll-fed and sheetfed production inkjet presses. Ideal applications include book publishing, direct mail and catalogs.



ACCENT OPAQUE
INKJET TREATED

“They don’t have to use as much ink, as it’s not absorbed into the sheet. That ink cost savings is huge. Plus, it makes the colors pop.”

— Christie Ridenhour, Senior Account Executive
Sylvamo



ACCENT OPAQUE
INDIGO TREATED

“Love how it runs. This is a great sheet that has proven itself.”

— Scot Jones, Senior Account Executive
Sylvamo



SIMPLY INKJET

“It’s simple, it works and it’s priced right.”

— Anne Morgan Miller, Account Manager
Sylvamo

ROLLS



Accent Opaque Text with ImageLok® Technology

COUNTRY OF ORIGIN	FINISH	BASIS WT.	GSM	CALIPER	OPACITY	BRIGHTNESS	SMOOTHNESS	CERT.
U.S.	White Smooth	45*	67	3.4	90	97	120	–
		50*	74	3.9	92	97	120	–
		60	89	4.6	94	97	120	SFI
		70	104	5.3	95	97	120	SFI
		80	118	6.1	95	97	120	SFI
		7 pt/100	148	7.6	97	97	130	SFI
		9 pt/129	190	9.4	98	97	130	SFI

Based on a 25" x 38" sheet size
*Available as a make request

ROLLS



Williamsburg 94 Opaque Offset with ImageLok Technology Treated Rolls

COUNTRY OF ORIGIN	FINISH	BASIS WT.	GSM	CALIPER	OPACITY	BRIGHTNESS	SMOOTHNESS	CERT.
U.S.	White Smooth	50	74	4.0	91	94	150	SFI
		60	90	4.5	93			
		70	105	5.3	95			

Based on a 25" x 38" sheet size
*Available as a make request

Williamsburg 92 Opaque Offset with ImageLok Technology Treated Rolls

COUNTRY OF ORIGIN	FINISH	BASIS WT.	GSM	CALIPER	OPACITY	BRIGHTNESS	SMOOTHNESS	CERT.
U.S.	White Smooth	50	75	4.0	88	92	150	SFI
		60	90	4.6	91			
		70	105	5.3	94			

Based on a 25" x 38" sheet size
*Available as a make request

Williamsburg 92 Opaque Offset with ImageLok Technology Treated Rolls

COUNTRY OF ORIGIN	FINISH	BASIS WT.	GSM	CALIPER	OPACITY	BRIGHTNESS	SMOOTHNESS	CERT.
Brazil	White Smooth	50	75	4.0	90	92	140	FSC
		60	90	4.6	93			
		70	105	5.3	94			

Based on a 25" x 38" sheet size
*Available as a make request

Accent Opaque Indigo Treated is designed to run on HP Indigo presses. With several 3-star-rated options, these stocks offer superior runnability, exceptional ink adhesion and enhanced press productivity for high-performance print.

Accent Opaque Text with Indigo Treatment

COUNTRY OF ORIGIN	FINISH	BASIS WT.	GSM	CALIPER	OPACITY	BRIGHTNESS	SMOOTHNESS	CERT.
U.S.	Text White Smooth	50	74	3.9	92	97	120	FSC
		60	89	4.6	94	97	120	FSC
		70	104	5.3	95	97	120	FSC
		80	118	6.1	96	97	120	FSC
		100	148	7.6	97	97	130	FSC
U.S.	Text White Super Smooth	60	89	4.0	93	97	60	FSC
		70	104	4.8	94	97	60	FSC
		80	118	5.5	96	97	60	FSC
		100	148	6.7	97	97	60	FSC

Based on a 25" x 38" sheet size

Accent Opaque Cover with Indigo Treatment

COUNTRY OF ORIGIN	FINISH	BASIS WT.	GSM	CALIPER	OPACITY	BRIGHTNESS	SMOOTHNESS	CERT.
U.S.	Cover White Smooth	65	176	8.8	98	97	130	FSC
		80	216	10.9	99	97	130	FSC
		100	271	14.0	99	97	140	FSC
		120	325	16.0	99	97	130	FSC
		130	346	17.5	99	97	130	FSC
U.S.	Cover White Super Smooth	80	216	10.0	99	97	60	FSC
		100	271	12.0	99	97	60	FSC

Based on a 20" x 26" sheet size

For applications where extra treatment is unnecessary, keep it simple. Choose inkjet-optimized untreated rolls engineered with the right moisture content to promote ink absorption on digital inkjet presses.

Simply Inkjet

COUNTRY OF ORIGIN	FINISH	BASIS WT.	GSM	CALIPER	OPACITY	BRIGHTNESS	SMOOTHNESS	CERT.
U.S.	White	50	74	3.9	88	92	170	SFI
		60	89	4.5	91			
		70	104	5.2	94			

Based on a 25" x 38" sheet size

Simply Inkjet Global

COUNTRY OF ORIGIN	FINISH	BASIS WT.	GSM	CALIPER	OPACITY	BRIGHTNESS	SMOOTHNESS	CERT.
Brazil	White	50	75	3.8	90	92	160	FSC
		60	90	4.5	93			

Based on a 25" x 38" sheet size

Hammermill Fore® Multi-Purpose

FINISH	BASIS WT.	GSM	CALIPER	SMOOTHNESS	BRIGHTNESS	OPACITY	CERT.
White	20/40	75	4.0	135	96	90	FSC
	24/60	90	4.6	135	96	90	FSC

Based on a 17" x 22" sheet size

Hammermill Premium Multi-Purpose

FINISH	BASIS WT.	GSM	CALIPER	SMOOTHNESS	BRIGHTNESS	OPACITY	CERT.
Bond	20/50	75	4.0	135	97	90	FSC
	24/60	90	4.7	135	97	90	FSC

Based on a 17" x 22" sheet size

Hammermill Copy

FINISH	BASIS WT.	GSM	CALIPER	SMOOTHNESS	BRIGHTNESS	OPACITY	CERT.
Bond	20/50	75	4.0	150	92	88	FSC

Based on a 17" x 22" sheet size

Hammermill Copy Plus®

FINISH	BASIS WT.	GSM	CALIPER	SMOOTHNESS	BRIGHTNESS	OPACITY	CERT.
Bond	20/50	75	4.0	150	92	88	FSC

Based on a 17" x 22" sheet size

Hammermill Tidal®

FINISH	BASIS WT.	GSM	CALIPER	SMOOTHNESS	BRIGHTNESS	OPACITY	CERT.
Bond	20/50	75	4.0	150	92	88	FSC

Based on a 17" x 22" sheet size

DIGITAL TREATED IMAGING PAPER

Hammermill® with ColorLok® Technology provides versatile, reliable print for any home or office inkjet application. Both Everyday Paper and Premium Paper are available with ColorLok, so you can create exceptional print with more vivid colors, bolder blacks, high absorption, rapid drying and more uniform ink coverage.



EXPLORE ALL SYLVAMO'S TRUSTED BRANDS

RIGHT MESSAGE, RIGHT TIME

HOW SANDY ALEXANDER INTEGRATES DIGITAL SOLUTIONS TO KEEP WOWING CUSTOMERS



SANDY ALEXANDER

Betsy Davis, EVP/CMO

The bar has been raised for capturing customer attention with print. It's no longer just about personalized messaging that speaks in a highly targeted way to a specific audience. It's about using digital solutions to marry customer data and timing to create multi-touchpoint campaigns, where the tactile, sensory qualities unique to print can truly shine.

Sandy Alexander Chief Marketing Officer and Executive Vice President Betsy Davis believes that wowing customers means thinking more strategically about how – and when – print lands in their hands.

“That’s where the wow moment is coming now,” says Davis. “It’s about being able to trigger communications at the right time to ensure all the channels are in sync with each other. It’s about orchestrating a whole campaign that incorporates print in a meaningful way.”

This capability is where the Clifton, NJ-based print shop has made its mark, offering a host of digital solutions that enhance its commercial print, direct mail, kitting and fulfillment and brand environment offerings. Its digital integrations run the gamut from relatively traditional – at least for Sandy Alexander – QR codes that launch custom-built augmented reality experiences to data-driven CRM integrations that make personalized, triggered mailers a breeze.

The printer’s comprehensive suite of solutions also includes stand-alone options for integrating digital technology, simplifying production, managing campaigns and tracking customer engagement in a more granular way.

“To be able to send an email, know when it’s been opened, and then time the sending of direct mail to hit a customer’s mailbox at a certain time and know when that mailer has been delivered is really the key,” explains Davis. “Customers are really seeing the benefits of that from a response perspective.”

The need for this combination of relevancy and timeliness is not unique to one particular industry vertical – it’s a blanket need in every market that Sandy Alexander works in, which includes the automotive, travel, dining and retail spaces. And it’s a large part of the reason why Sandy Alexander leverages an all-digital fleet of presses, as well as software solutions that integrate print of all kinds into a more strategic, comprehensive communication framework.

“I say all the time that we’re printing as we sleep these days,” says Davis. “Transactions are happening in our customers’ CRMs or POS systems at all hours of the day or night, and our emphasis on technology allows us to capture order or customer data and do something with it. For us, it’s all about the right message, the right person and the right time.”

“For us, it’s all about the right message, the right person and the right time.”

But Sandy Alexander isn’t completely reliant on digital solutions to create print that stands out – in fact, Davis believes some of the more traditional or old-school techniques for elevating print are starting to see a resurgence in response to the growth of AI in print. Customers are looking for more design-centric ways to elevate their print materials, including pop-up and dimensional elements or other finishing techniques to increase tactile appeal.

Plus, it’s not all roses when it comes to digital solutions. One of the challenges Sandy Alexander is helping customers navigate is the appropriate use of customer data to create print materials that are relevant and timely without violating customer trust – something Davis refers to as the “creepy” side of data-driven, digital print.

“Customers want to be spoken to directly and in a personal way, but one of the things we’re figuring out now is where the creep level is.”

“Customers want to be spoken to directly and in a personal way, but one of the things we’re figuring out now is where the creep level is,” says Davis. “It’s an important conversation we have with clients who have so much data and who don’t know when to pull in the reins and when to exercise it.”

This is where a high level of communication and collaboration at the start of a client’s print journey can help avoid these – and other – pitfalls, helping brands reap the full benefits of a digitally integrated approach to print materials.

“I say it to clients every time we’re in an initial meeting: Bring us to the table as soon as possible,” says Davis. “We want to be a part of the strategy. We want to know what the intention behind the campaign is so we can help you accomplish it. And we can help you think outside of the box, too.”



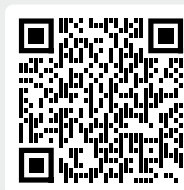
It’s about orchestrating a whole campaign that incorporates print in a meaningful way.

A PRINTER WITH A PODCAST



ColorBar is Sandy Alexander’s regular video podcast that dives deep into the print world. With interviews and lighthearted discussions about the print topics of the day, ColorBar is one heck of a fun time.

◀ SCAN TO LISTEN



Sandy Alexander is a brand experience company on a mission to help its partners create new levels of real-life consumer connection using commercial print, direct mail, wide format and more. Learn more at sandyalexander.com.

THE PRODUCT AND THE PROCESS

AN INTERVIEW WITH
BENNETT GRAPHICS

PRINTER'S CORNER

The lesson here is that you have to listen to your clients and do the things that make you more responsive.

Ask David Bennett about what it takes for commercial printers to have long-term, sustained success and he'll likely say adaptability. A little more than a decade ago, Bennett Graphics wasn't printing any digital work. Fast forward to today and about 75% of jobs are printed on digital inkjet devices.

The transition to a digital-first print shop was driven by what Bennett was seeing in the marketplace; clients wanted the highest-quality print work — and they wanted it quickly and without errors. Digital paved the way for Bennett Graphics to satisfy that need while growing their business. David recently sat down with us to talk about his company's move from offset to digital and some of the lessons he's learned along the way.

YOUR TRANSITION TO A DIGITAL PRINT SHOP HAPPENED PRETTY QUICKLY. WHAT DO YOU THINK IS THE BIGGEST LESSON YOU'VE LEARNED IN THE PROCESS?

If I could do it all over again, I would be 100% digital right from the start. I wouldn't do much with offset. Our transition to digital was done in a pretty orderly fashion, but I think it could have been a little more intentional and a little faster. The lesson here is that you have to listen to your clients and do the things that make you more responsive. We saw a lot of advantages with digital in that regard, as well as in terms of our internal processes.

Today, I think we're seeing that our clients are more agnostic about how the job is produced. They want print that is done right, on time, and at the highest quality. Digital gives us a huge advantage in those areas.

WAS THERE A SPECIFIC MOMENT THAT MADE YOU REALIZE YOU NEEDED TO MAKE THE TRANSITION TO DIGITAL?

We saw the lower end of our market start to slip away. Clients were looking for smaller print quantities, and that was becoming difficult to service with offset. Our biggest concern when we started the transition was ensuring that digital could produce a product that was as close to offset quality — or even better — and once we saw that digital could do that, the decision was made for us. There was definitely a moment when we realized that our clients pay more attention to the product than to the process.

There was definitely a moment when we realized that our clients pay more attention to the product than to the process.

DID THE SUSTAINABILITY COMPONENT COME INTO PLAY?

The perception is that digital is more sustainable than offset, and in many ways that perception has become the reality. For us, the sustainability component is more cyclical than anything else. I feel like five or ten years ago, everything we did had to carry FSC® certification and follow those sustainability practices, especially for clients in the corporate or education sectors. Those demands have waned a bit in recent years, though I do think they will come back around. You are already seeing it in Europe — they are a few years ahead of us, and I think the trend will return here as well.

IF WE'RE TALKING ABOUT DIGITAL, WE HAVE TO ASK ABOUT AI. HOW HAS AI IMPACTED WHAT BENNETT GRAPHICS DOES?

It's a real buzzword right now. We haven't seen much direct impact yet, and it hasn't significantly affected client buying habits or requests. We do use AI for some internal process-related tasks. It's not the same thing, but it does remind me of years ago when email marketing was all the rage and everyone thought email would replace print. Direct mail decreased, and catalogs seemingly went away. I think people realized that, while the cost per unit of print was higher, print often delivered a better return than email. Today, we're doing more direct mail than ever, and we're producing more catalogs. Like so many other things, it has been very cyclical.



Bennett Graphics has served Metro Atlanta and beyond for over 50 years. Learn more at bennettgraphics.com.



THE DYK MAILBAG

Have a paper or print question?
We have the answer.

Q I KNOW OF TWO PAPER MILLS THAT HAVE RECENTLY CLOSED. IS THIS PART OF A LARGER TREND?

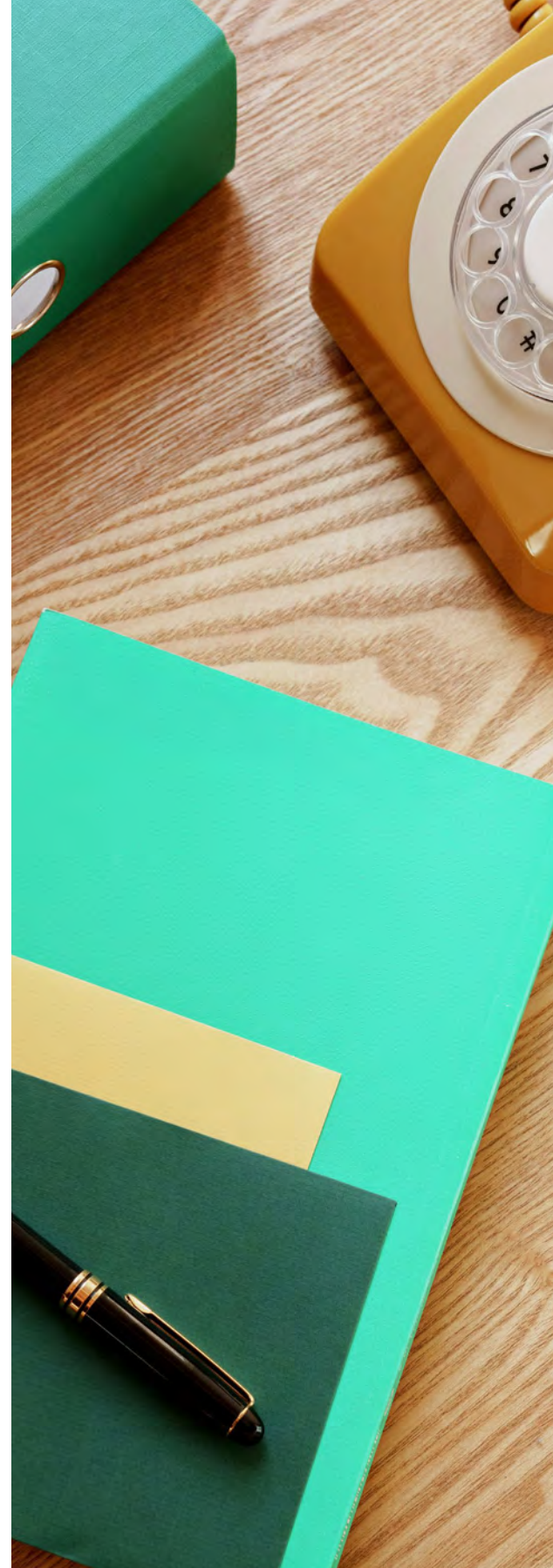
— Harvey in Murphysboro, IL

A In a way, yes. From 2014 to 2022, there were at least 59 permanent mill closures documented in North America.¹ Sadly, there have been some high-profile closures since then, as well.

Some paper manufacturers, however, are doubling down on their North American mills. Just last year, Sylvamo announced major investments totaling approximately \$145 million at its two South Carolina facilities.

Investments in the mill in Eastover, South Carolina, will increase production by about 60,000 short tons of uncoated freesheet annually. Investments in the Sumter, South Carolina, sheeting plant include a new state-of-the-art cutsize sheeter, which converts large rolls of paper from the mill into sheets.

¹ "North American Mill Closures by Year, 2014-2022." Rivermill Advisors, 2022.
https://www.rivermilladv.com/uploads/8/3/5/4/83544922/mill_closures_2014-2022.pdf.



The fully integrated Eastover mill — which is the largest producer of uncoated freesheet in North America — is one of the most technologically advanced paper mills in the world and produces over 90% of its energy in-house. Eastover employs more than 800 people and is responsible for creating more than 5,000 related jobs locally. Eastover's sheeting operation in Sumter employs more than 100 people.

These facilities produce beloved Sylvamo brands like Hammermill®, HP Home & Office and Williamsburg, as well as papers that are converted into envelopes, folders, forms and notepads — and they're not going anywhere.

“
**These facilities
produce beloved
Sylvamo brands...
and they're not
going anywhere.**



Q WHY IS COCKLING MORE COMMON ON DIGITAL INKJET AS OPPOSED TO OFFSET?

— Ramona in Mesa, Arizona

A Cockling is generally more common and more severe with aqueous inks than with toner or conventional offset, especially on lightweight papers with high ink coverage.

Aqueous inks lay down a lot of water. As moisture soaks into the sheet, fibers can swell unevenly and create deformities in the form of cockles and waves. Offset inks are mostly oil-based and sit more on or near the surface. As a result, much less liquid is introduced into the sheet, reducing the likelihood of cockling, even with comparable ink coverage.

Cockling occurs most often with heavy solids, dense images or high total ink load on low-basis-weight or non-inkjet-treated stocks. However, with the right paper — an inkjet treated or inkjet coated sheet — cockling can be minimized to the point that it's not even a concern.

Q I’VE COME AROUND TO THE NOTION THAT AI PROBABLY ISN’T GOING ANYWHERE ANYTIME SOON. HOW WILL — OR IS IT ALREADY HAPPENING? — AI HELP COMMERCIAL PRINTERS INCREASE PRODUCTIVITY AND EFFICIENCY?

— Sammy in Eerie, PA

A It is already happening — AI is helping commercial printers improve print quality and performance.

One thing AI excels at is collecting and analyzing massive amounts of data to help companies make more informed decisions, identify trends and optimize productivity. AI can provide commercial printers with more detailed production analytics to better understand redundancies in their print processes and avoid potential bottlenecks in production via detailed demand forecasting.

AI can also help commercial printers monitor and evaluate equipment performance to identify operational issues before they arise. Printers can now create a more accurate, detailed preventative maintenance program to ensure equipment is fully operational when needed and help extend the service life of print devices or finishing machines.

Finally, AI is helping commercial printers enhance and streamline QC checks. Some of these preproduction QC tasks include verifying the appropriate file formats are being used or adjusting file formats for compatibility with a printer’s equipment, and some of the production QC tasks include running press checks, ensuring color accuracy and checking for perfect registration.

These can be costly and time-consuming tasks to execute, and they can be even more costly if not done correctly, as they can result in reprints that delay delivery and create prolonged production bottlenecks. AI can help commercial printers enhance quality control by significantly streamlining and accelerating these quality control tasks, and by identifying color accuracy or registration issues before the press begins running.



“ It is already happening — AI is helping commercial printers improve print quality and performance.



GOT A QUESTION FOR THE DYK MAILBAG? SUBMIT IT FOR CONSIDERATION FOR AN UPCOMING ISSUE.



SOUND UP

A CURATED PLAYLIST
FOR WORK OR PLAY
A DIGITAL DANCE PARTY

A Digital Dance Party

 Accent Opaque • 11 songs, 41 min 13 sec



#	Title	Artist
1	[Nothing But] Flowers	Talking Heads
2	21st Century (Digital Boy)	Bad Religion
3	Digital	Imagine Dragons
4	Speed Of Light (feat. BJ The ...	Chance the Rapper
5	Digital Love	Daft Punk
6	Paper Tiger	Spoon
7	Technologic	Daft Punk
8	Paper Rings	Taylor Swift
9	Paranoid Android	Radiohead
10	Art of Almost	Wilco
11	Paper Bag	Fiona Apple
12	Like a Dream	Francis and the Lights
13	She Blinded Me With Science	Thomas Dolby

SCAN TO LISTEN!
A lively mix of songs that explore how digital technology shapes modern life.





The interior of Did You Know? is printed on Accent® Opaque 80 lb. Text.
The cover of Did You Know? is printed on Accent Opaque 80 lb. Cover.

For comments or inquiries, please contact us at DYK@Sylvamo.com.

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