

Twin Rivers Customizes Publishing Papers to Target Religious Text Applications



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Premium Hybrid and Freesheet Offering Delivers Value and Quality

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Understanding the challenges facing religious publishers and printers, Twin Rivers Paper Company tailored a portfolio of lightweight Premium Hybrid and Freesheet papers to deliver value and quality for spiritual scripture, inspirational non-fiction and study guides.

"Whether it is paper cost, supply chain logistics, quality or ease of doing business, publishers and printers are being asked to do more for less in delivering evangelical materials around the world," said Robert Hutchins, Product Manager. "As an experienced supplier, we know this market. For the last 20 years our Freesheet grades set industry standards while our Premium Hybrid papers are driving market innovation."

With an 80+ year legacy of papermaking, Twin Rivers is one of the primary [North American manufacturers](#) of [lightweight opaque Freesheet papers](#), a category widely used for scriptural applications because of strength and printability. Understanding the market need for options, Twin Rivers pioneered the [Premium Hybrid](#) category, formulated with the optimal blend of Groundwood and Freesheet fiber to deliver opacity, strength and value.

"Our Premium Hybrid papers have transformed other publishing markets like financial printing and reference. We know once religious

publishers and printers become more familiar with our blended products they will appreciate the unique benefits of the offering. Premium Hybrid can translate into a significant advantage for a publisher,” added Hutchins. “Our papers provide options that support brand image while stretching budgets to expand reach.”

Core papers for religious text applications include [Custom Brite®](#) and [Bridge Supreme®](#). Custom Brite is a Freesheet paper available in 22-40 lb. basis weights while Bridge Supreme is a Premium Hybrid paper available in 18-38 lb. basis weights, with added hybrid capability extending up to 40 lb. Both grades are designed for this technical application; optimizing readability, performance and aesthetics.

Additionally, Twin Rivers manufactures a robust line of [publishing papers](#) that can be engineered to meet the needs of a wide array of applications. The company is known for its lightweight manufacturing flexibility, excellent service platforms and willingness to co-develop customized solutions. Paper characteristics including fiber furnish, bulk, basis weight and brightness drive a needs-based approach to paper selection.

For more information, visit our [Religious Market webpage](#) or call us at 800.920.9988 and ask for our Religious Papers Overview.

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Twin Rivers Paper Company is an integrated specialty paper company that manufactures packaging, label and publishing products for targeted markets and applications. The company has operations in Maine and New Brunswick.

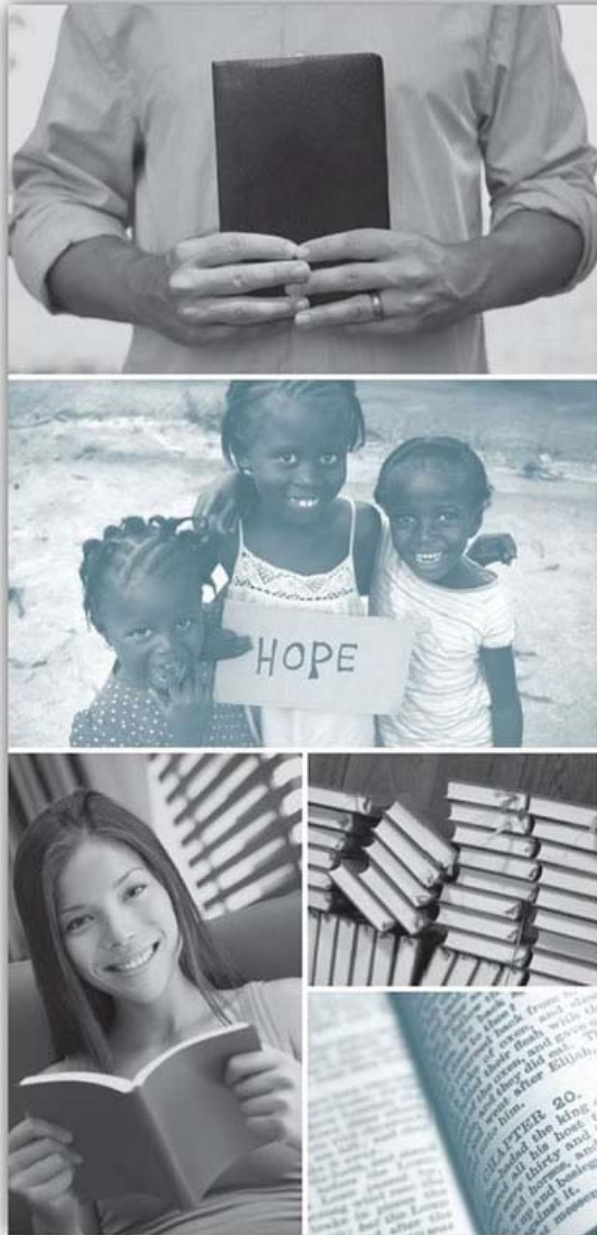
The company recently became Associated Members of the Evangelical Christian Publishing Association (ECPA) an international non-profit organization dedicated to the publishing and distribution of Christian content worldwide.

For more information, visit us on the web at www.twinriverspaper.com.


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papers
**deliver
trust and
options.**



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