

Paper Company hosts meeting, sponsored by (GNJ-PCC) The Greater NJ Postal Customer Council

East Hanover, NJ – June 10, 2015 -Leading Paper Merchant Distributor, Paper Mart Inc, hosts meeting sponsored by The Greater New Jersey Postal Customer Council (GNJ-PCC)

The event was organized to inform its members about the key topics of Corporate/ Institutional Sustainability, Innovations in Paper and Ink, and Specialty Papers

The event opened with a continental breakfast followed by presentations and a tour of Paper Mart's facility. Presenters included Matt Vincent, Paper Mart Inc.; Richard Koch, American Eagle Paper Company; Jim Lombard, Universal Mailing Service Inc. and Jim Byrnes, The Millenium Group.



ABOUT PAPER MART

Family owned and operated for 75 years, Paper Mart is one of the largest, most trusted paper and envelope specialists today. Since 1940, thousands of customers nationwide have trusted Paper Mart to deliver superior products with exemplary support, service, and responsiveness. Combined with unmatched expertise in paper and envelope selection and usage, Paper Mart provides one of the most comprehensive inventories available today in addition to an on-site finishing department and state-of-the-art printing operation – trade protection guaranteed.

Protecting the environment has been a Paper Mart initiative for decades. The company, which is FSC certified, strategically and continually takes steps in minimizing its impact on the environment. Jerold Levey, along with his brothers/ partners, Howard Levey and Jonathan Block, strategically assess the life cycle impacts of the product choices and activities of Paper Mart Inc.

ABOUT (GNJ-PCC) GREATER NEW JERSEY, POSTAL CUSTOMER COUNCIL

The Postal Customer Council® (PCC®) program is a valuable resource for business mailers, large and small. The program establishes an effective platform for an ongoing dialogue between the U.S. Postal Service and its mailing industry customers. The GNJ-PCC's mission is to employ its resources to implement and coordinate the activities of the US Postal Service in its relations with the business community and public in general.

SPEAKERS

MATT VINCENT, board member GNJPCC; Digital Print Consultant, Paper Mart Inc., spoke about Specialty Paper Options and how they've created a somewhat unique angle on print. He emphasized the importance of distinctive marketing collateral by using specialty paper alternatives that exist in the today's marketplace including magnetic, synthetic, metallic, and lenticular choices along with numerous die-cut options.

RICHARD KOCH, a Paper Industry veteran with over thirty-two years in the industry, started his career in converting and merchant sales. Rich has worked with Fletcher Paper Company as well as Eastern Paper prior to joining the team at American Eagle Paper Company, where he currently resides.

Rich spoke about Sustainability and the significance of an environmental footprint. Located in Tyrone, Pennsylvania, American Eagle Paper Mills envisions recycling as a way of life. Environmental stewardship is at the heart of everything they do. The mill relies on and creates a market for recovered papers that are challenging to recycle. Their process transforms paper waste into sustainable products that can be reused without cutting trees.

JAMES LOMBARD, Co-chair, GNJPCC; Director, Business Development at Universal Mailing Service Inc., one of New Jersey's premier mailing service companies specializes in mailing and fulfillment for a broad range of customers.

Each day we look to bridge the gap between the printed page and the digital world. Jim's presentation, 'Innovations in Paper and Ink' summarized the Key Features of Today's Mail Innovations including variables on price, user equipment requirements, metrics for measurement, and tracking ability. In conjunction, Jim presented several videos showcasing advanced high-tech ink technologies which showcased how ink can be used creatively in order to enhance a printed piece with added interactivity for its users –Thermochromic Ink, Photochromic Ink, Hydrochromic Ink, Citronella Ink, and Conductive Ink.

JIM BYRNES, Northeast Operations Manager, The Millenium Group. The Millennium Group is the leader in office support solutions, and our executive and operations management team is entrenched in the industry as educators and trainers with national forums.

A graduate of St. John's University, Jim possesses over thirty years' experience in out-sourced facilities management and in-house office services expertise. Presenting 'Corporate/ Institutional Sustainability', Jim spoke about the recycling challenges if institutions and the significance of practicing the 3R's – Reuse | Reduce | Recycle.