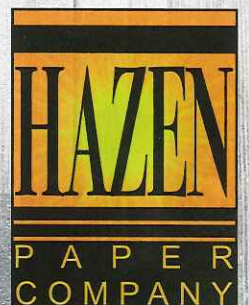


Envirofoil[®]
by Hazen Paper Company



**It's even more brilliant
because it's recyclable.**



Build a compelling brand package, without nailing the environment.

A package created with custom holography on Hazen Envirofoil® delivers a unique selling tool customers want to pick up. It defies counterfeiting, and refracts light to simulate motion and a tactile appeal. But even more amazingly, it's environmentally friendly.

More impact on customers, less on the environment. Envirofoil is transfer-metallized, with no plastic and a minimal amount of aluminum – so it's as easily recycled as printed paper. Dramatic source reduction means it carries 20 times less metal per square inch than metallic ink. Envirofoil can be printed offset or with digital inks. It meets strict environmental criteria, certified by the Forest Stewardship Council, Sustainable Forestry Initiative, and the International Programme for the Endorsement of Forest Certification.

Use Hazen Envirofoil to show your true colors. Unlike full-spectrum holography, Hazen's next-generation "white-motion" holography allows you to enhance your most provocative ideas without compromising color. Add dimensionality, movement or texture while ensuring that corporate or brand colors stay true. Or capture the rainbow and dazzle customers with prismatic color.



We make dreams reality. Working in partnership with your designers and printers, our team of holographers develops holographic effects that realize your ultimate creative vision, optimized for printer capability. Our vertically integrated operation delivers tight production control and fast turnaround.

Pushing the envelope. And the package.

Hazen dedicated holography for the fragrance Beyoncé Pulse was awarded "Best Applied Decorative Hologram" in 2011 by the International Hologram Manufacturers Association. Beyoncé Pulse was named 2012 FiFi® Finalist for best packaging by the Fragrance Foundation. Hazen also won AIMCAL 2012 honors in categories of Packaging, Decorative/Display, and Technical.

Responsible for success. Hazen Paper, founded in 1925, is committed to sustainability, using renewable energy sources and recycling hundreds of tons of laminated and transfer-metallized paper each year. We're proud to deliver exceptional materials that drive sales for our customers while conserving natural resources. Work with us, and you can be proud of it, too.

For more information or free samples, call Gloria Hazen at 866-959-9001



Printed on Hazen Envirofoil®
on an HP Indigo Digital Press.

