

# RECYCLED-PAPERS.CO.UK

Website Brief

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Arjowiggins Graphic

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## Introduction

### Arjowiggins Graphic

Arjowiggins Graphic (AWG) is the division that brings together recycled, coated and uncoated papers under one roof. Its main objective is the development of recycled, eco-responsible and innovative papers that offer clients unequalled levels of quality and performance. This range of eco-responsible papers, manufactured for the most part with recycled fibres, is the largest in the European market.

The papers produced by Arjowiggins Graphic have been developed for publishing, advertising, printed communications, labelling, packaging, posters and POS.

Arjowiggins Graphic offers a range of papers that are eco-responsible, high-quality and highly technical in terms of whiteness and printability. In 2009 Arjowiggins Graphic was the first European paper manufacturer to launch a 100% recycled, Extra White coated paper for graphical applications, called Cocoon Offset and Preprint.

### Recycled-Papers.co.uk

Recycled-Papers.co.uk is the primary website for Arjowiggins Graphic in the UK. As such all details displayed must be correct for the UK, including but not limited to:

- Merchant (for each paper)
- Paper range (including merchant diversification)
- Technical and environmental information
- Paper selector – helping people find the right paper for them
- 'Green' information – education and statistics supporting recycled paper (to include life-cycle, recycled pulp, paper manufacturing,, etc.)

### Environmental Benefit Statement

Our Environmental Benefit Statement (EBS) details the amount of:

- Wood
- Water
- Carbon dioxide and greenhouse gases
- Waste diverted from landfill
- Energy

saved by using our recycled paper.

An EBS is calculated using the parameters (size, paper weight, etc.) of a print job resulting in a bespoke set of figures that can be communicated by the company to boast their environmental savings.

## Target Traffic

There are three main segments of traffic that we try to attract to the website – all with unique target call-to-actions:

### End User/Corporates

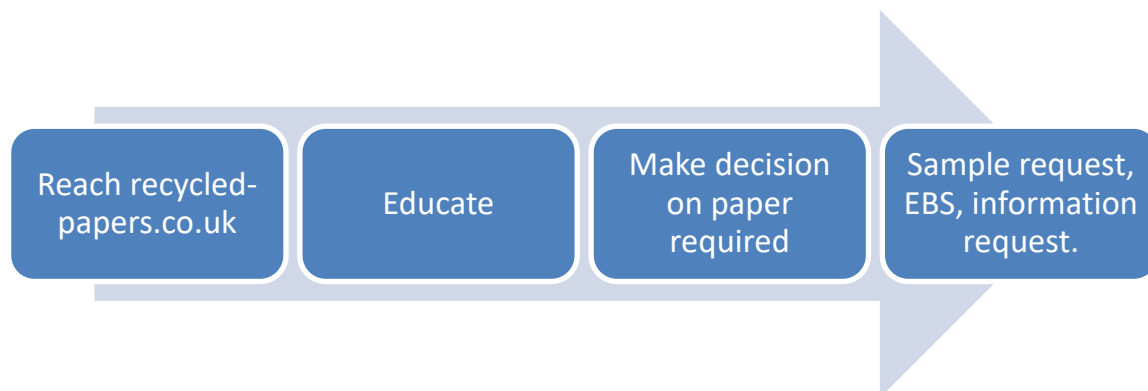
End user/corporates are usually marketing or CSR employees working within businesses, charities or public sector. Their interest in recycled paper is driven by the desire to be seen to be 'doing the right thing'. The primary target for end users are decision makers on the companies' paper usage.

The website must cater for this audience by showing how they can communicate their 'environmentally friendliness'. The quality of the paper must be impressed upon the end users to alleviate any misperceptions that recycled paper is of lesser quality than virgin fibre. For this target imagery may need to back-up whiteness of papers such as Cocoon.

There are several typical call to actions/requests associated with end users:

- Sample requests
- EBS calculations
- EBS requests
- Environmental information (paper-by-paper environmental information)
- Paper certifications
- General information on recycled paper
- Manufacturing information

A typical end user journey would be as follows:



## Printers

Employees working for printers are highly likely to use the recycle-papers website for a variety of reasons. Within a printer it is likely that employees would belong to two categories; technical or creative. For the purposes of segmenting, creative employees will be categorised under 'designers'.

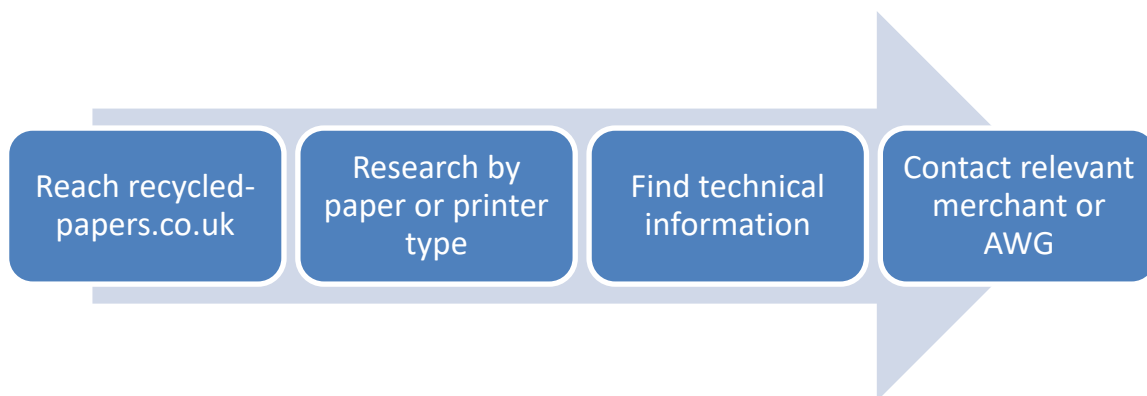
Technical printing staff are less likely to browse for general information and will probably be looking for technical information relating to the papers. An important target for Arjowiggins Graphic is to raise awareness of the EBS among printers. Printers will be the contacts ordering the paper so it is important that the correct information is given to printers for ordering. Website needs to reinforce positive performance of recycled papers in print.

The typical call to actions/requests associated with printers includes:

- Sample requests
- EBS calculations – to a lesser extent
- EBS requests – to a lesser extent
- Technical Sheets/technical information
- Finding out where to purchase paper
- Paper certifications and printing guarantees
- Suitability of paper to collateral type/ guarantees and recommendations for printer type

The issue at the moment is that Technical sheets can only be displayed as a PDF, therefore this issue needs to be addressed in the new site.

A typical printer journey would be as follows:



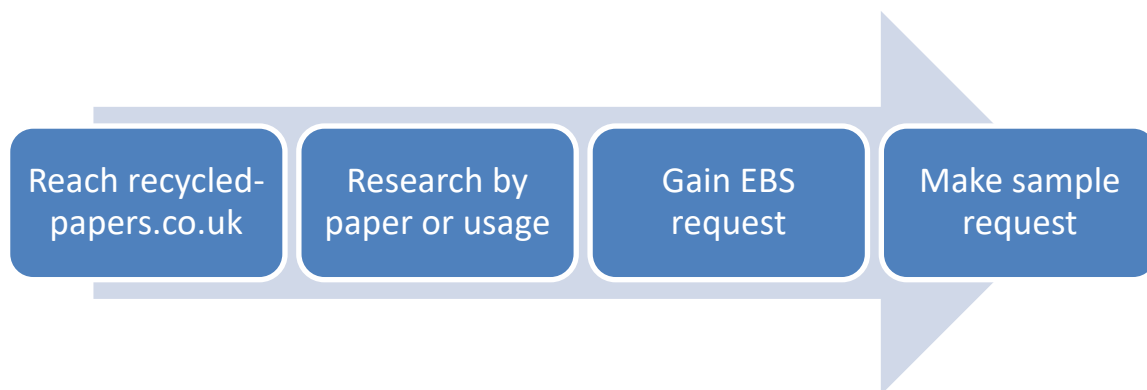
## Designers

Designers (in-house or agency/printer based) often have a large say in the paper specification of a print-job as it is their task to visualise the collateral in question. Often designers want to see samples of their paper possibilities and will hopefully wish to use an EBS in their artwork.

We therefore need to show them how an EBS can be used in their artwork. Technical information such as suitability for print techniques may also be required. The focus for designers will be more towards the look and feel of the paper.

- Sample requests
- EBS calculations
- EBS requests
- Technical information
- Environmental information

A typical end user journey would be as follows:



## Specification/Brief

Some issues to take into consideration for your website proposal are detailed in the following section.

### Current Website

The current recycled-papers.co.uk website is not performing to our expectation in a few areas and is in need of improvement. The height of the website's performance was at the end of 2011/start of 2012 when the website was attracting up to 200 visits per week with a bounce rate of under 50%. However at present a typical week would attract up to 20 with a bounce rate of over 60%.

The website is currently performing better than ever in terms of SEO, the following keywords are currently the primary targets:

- Recycled paper(s)
- Recycled paper uk
- Recycling paper
- Recycled paper suppliers
- (Recycled) paper manufacturers
- 100% recycled paper
- Environmental calculator
- Coated paper
- Uncoated paper
- FSC (recycled) paper

We are not resentful of the current website but feel it is time for a change. We are hopeful that a fresh approach will give the website a boost and add clarity to the user experience. There are a few points upon which we specifically wish to see improvements:

- Website needs to be more visual
- Website needs to be more 'Arjowiggins' and less 'recycled-papers' as some users feel this is misleading
- Technical information needs to be displayed more effectively
- No reliance on PDFs for technical and environmental information
- Social media to be further integrated into site (Youtube, Twitter and LinkedIn)
- Sample ordering platform is needed with tick boxes/drop downs to select products of interest
- EBS request form for users (most likely printers) who want a EBS request by paper weight or reel dimensions or ream sizes.

Recycled-papers is not an ecommerce site and will never need integration with any kind of ecommerce system. The website does provide links to merchant sites, some of which do have ecommerce systems.

It is important that the website is compatible for use with mobile/tablet devices.

### Expected Page Hierarchy

The eventual page hierarchy/site-map is open for debate but the most likely grouping of pages would most likely be as follows:

**HOME** – The main recycled-papers landing page needs to be designed consider the primary source of traffic; search engines. And direct users to the most appropriate pages as effectively as possible.

**PRODUCTS** – To offer a detailed profile of each brand of paper with subsequent technical and environmental information on each paper to be taken from technical sheets and environmental declarations. The key to these pages will be the effective presentation of key information. The CMS

may need to be manipulated to offer a template for these pages. An additional requirement is to introduce 'attributes' to the papers so that they can be browsed by type (e.g. shade, recycled % or opacity etc.) This section would also benefit from some sort of sample request form in which users can select the types of paper they want to request, additional options should include 'all 100% recycled papers' or all 'high white papers'.

Sub pages/categories (depending on website structure, these are our paper brands):

- Cocoon
  - Cocoon Preprint/Offset 50
  - Cocoon Silk/Gloss 50
  - Cocoon Preprint/Offset
  - Cocoon Silk/Gloss
  - Cocoon Envelope
  - Cocoon Office
  - Cocoon Jet
  - Cocoon Jet Pro
  - Cocoon Jet Silk
- Cyclus
  - Cyclus Print
  - Cyclus Offset
  - Cyclus Jet Premium
- Eural
  - Eural Envelope
  - Eural Preprint
  - Eural Offset
- Eural Office
- Eural Supersilk
- Eural Ecopro
- Eural Premium
- Maine 1 Face Green
- MCS
  - Maine Gloss
  - Chromomat
  - Satimat
- MSG
  - Maine Gloss Green
  - Satimat Green
- Reprint Deluxe
  - Reprint Deluxe
  - Reprint Deluxe Coated

**ENVIRONMENTAL CALCULATOR** – The environmental calculator page will be an amalgamation of two current recycled-papers pages; 'Environmental Calculator' and 'Environmental Benefit Statement'. This page will therefore need to introduce the benefits and add an explanation of how to use the environmental calculator which will need to be embedded in an 'iframe' on the page. This will source the calculator from a centrally managed (by Arjowiggins Graphic, Paris) system.

Sub-pages will include:

- Using an EBS on printed materials
- Cumulative EBS

**NEWS** – Arjowiggins Graphic produce a news item at least every month, this section will need to show all news items with an accompanying image. It would be of benefit if news items could be attributed to each brand or marked as general.

**RECYCLING FACT FILE** – This section should be a hard hitting factual section of information to back up recycled paper as the most environmentally friendly option. The main page will communicate the lifecycle of recycled paper vs. virgin fibre paper. The subsequent pages provide information to communicate environmental savings in five key areas:



- Wood
- Non-renewable energy
- Water
- CO2
- Landfill

In addition, two further pages communicate:

- Social impact
- Glossary of terms/FAQ

**PAPER MANUFACTURING** – There are often misconceptions about paper, including a lack of knowledge of certifications and accreditations. In addition to this there is some interest in the manufacturing of paper in general.

Therefore this section needs to address the following points using a mix of media; images, text and videos (probably best to display in separate pages):

- Explain FSC/PEFC
- Explain Post-consumer vs. Pre-consumer waste
- Explain Carbon Balancing/Offsetting
- Explain Recycled paper vs Virgin Fibre paper
- Mill profiles (All Arjowiggins Graphic mills)

**GALLERY** – The gallery is a replacement of the Design Showcase. Taking the concept of sharing images, video and other media of materials printed on AWG papers to a simplified, more user friendly level. Gallery could be integrated with Instagram/Twitter or both.

It may be of benefit if there is a way of feeding videos from our YouTube (including ‘favorited’) and images from our Twitter.

**ADDITIONAL PAGES** – The additional pages will not be part of the main menu navigation bar:

- Contact Us
- Arjowiggins Graphic
- Sitemap
- Terms & Conditions

### Wordpress CMS

We have a preference to Wordpress. If possible we would like to use Wordpress as the CMS for the website. However, this is not a necessity.

### Google Analytics and Adwords

Although we have current Analytics and Adwords accounts – they are based of personal accounts and so would prefer to start a new gmail account that can be used for Analytics, Adwords and YouTube.

## Social Media

AWG are engaged with several forms of social media, including:

- Youtube: <http://www.youtube.com/user/ArjoGraphic>
- Twitter: <https://twitter.com/ArjoGraphic>
- LinkedIn (underway).

We are also open to engaging with other social media platforms, especially if we can integrate them with the recycled-papers website.

## Examples of website elements we like

There are a few examples of elements of websites that we could take positive influence from in the design of the new website:

### BURGO DIGITAL – competitor website

One of our competitors, Burgo, run a website focusing on digital papers:

[www.burgodigitalpapers.com](http://www.burgodigitalpapers.com)

We specifically like the way in which they help potential customers connect with the 'ideal paper' for their specification/ end use.

As such, each paper is categorised using measurements such as weight (gsm), size (of ordered paper), and finish (offset, preprint, silk, gloss, matt coated or inkjet.)



The Burgo system, although slightly bulky is aesthetically better and more user friendly than the current recycled papers paper selector which is very primitive:

[www.recycled-papers.co.uk/paper-selector/](http://www.recycled-papers.co.uk/paper-selector/)

In addition, Burgo have methods of selecting paper by end use, and by printer. Our technical sheets (that we would like to make 'live' on the new website) include the following information, which could be categorised and therefore used as search or browsing terms to make the paper selector more sophisticated:

- Grammages
- Product certifications
- Applications (end uses)
- Technical specifications (Bulk, Whiteness, Opacity etc.)

In addition to technical information we can also include information from the Environmental Declarations of each paper, that includes:

- Fibre sourcing (post consumer etc.)
- Environmental Parameters such as Water and Air emissions, Purchased Electricity and Landfill.

However it is unlikely that these parameters would form the basis of a paper search.

### ARJOWIGGINS CREATIVE PAPERS – also part of Arjowiggins Group

Arjowiggins Creative also approach the issue of categorising their papers on their website:

[www.arjowigginscreativepapers.com](http://www.arjowigginscreativepapers.com)

Their criteria are:

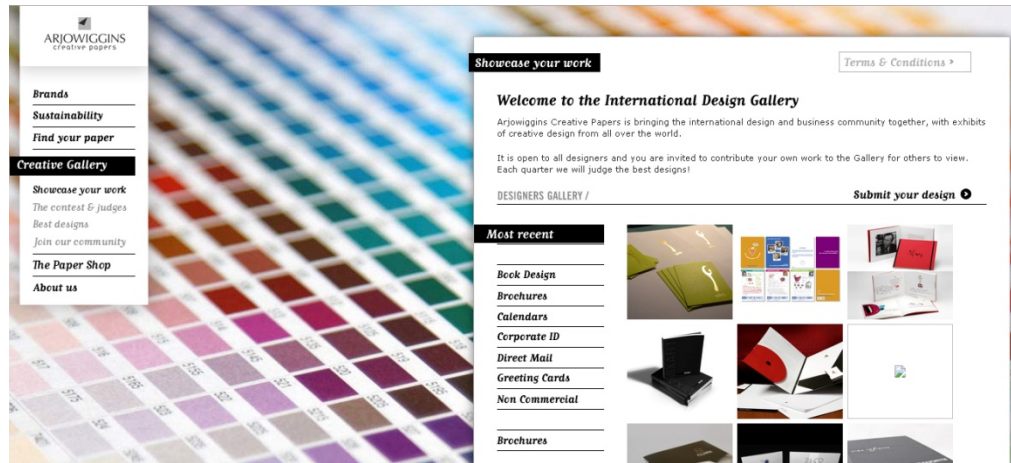
- Brands/Ranges
- Dimensions
- Grammage
- Shade
- Textures
- Effects
- Digital Print
- Print Effects
- Green Credentials

Brands, Dimensions, Grammage, Shade, Digital Print and Green Credentials all apply to Arjowiggins Graphic papers, but Textures and Effects do not specifically apply.

Overall, a mixture of the Arjowiggins Creative and the Burgo digital approach would be of benefit for the paper browser/selector.

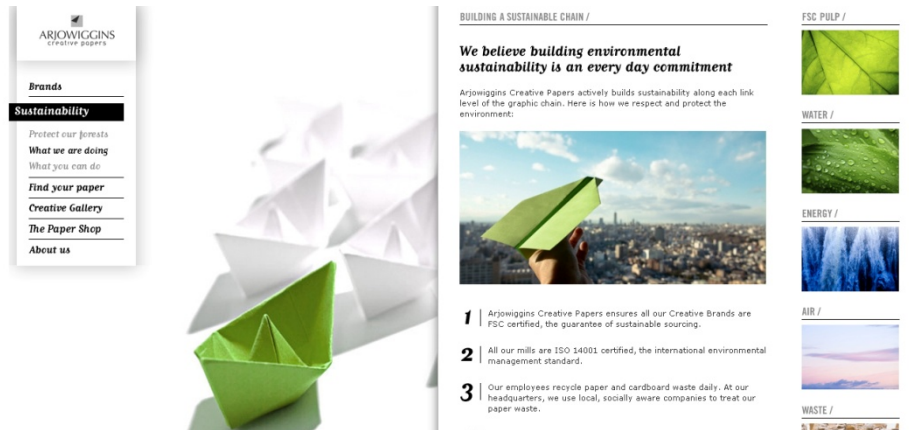
The Arjowiggins Creative website also contains a 'Creative Gallery' which has a similar approach to our desired gallery described in our brief.

There is an interesting approach to categorisation with the Design Gallery – the posts or examples are classified by end use.



Therefore on Arjowiggins Creative's website, a customer could browse through examples of an end-use that they may be considering. This is an interesting concept that could be developed for our website.

Finally, from the Arjowiggins Creative website – The presentation of environmental information is of interest. The layout of their sustainability page could suit the layout of our 'green issues'/'recycling fact file'.



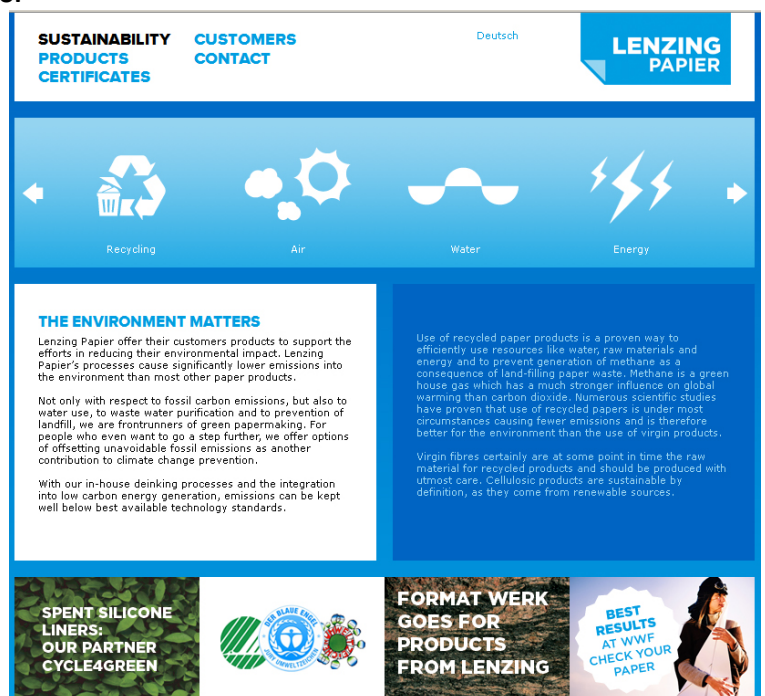
## LENZING PAPIER – recycled paper competitor

Lenzing Paper offer a similar layout to the presentation of environmental information as Arjowiggins Creative on their website:

[www.lenzingpapier.com](http://www.lenzingpapier.com)

However, the information is written in bulk text and is lacking in images.

Another positive of the website is the strong identity that Lenzing portray using strong imagery and colour scheme.



## Website usability and SEO

The website should take into account two key areas of usability and optimisation for search engines.

## Timeframe

- Concepts to be delivered end of September.
- Development to start in October.
- Payment to be made before end of 2013 for budget purposes.
- Delivery Q1 2014.

	September	October	November	December	January	February	March
<b>AWG Brief</b>							
<b>Agency Concept</b>							
<b>Development</b>							
<b>Payment (pro-rata)</b>							
<b>Testing</b>							
<b>Final delivery</b>							

## Budget

We are unwilling to pay a pitch fee and our budget is dependent on the website concept