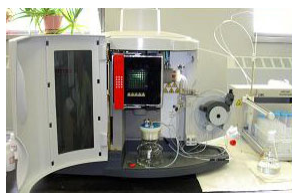
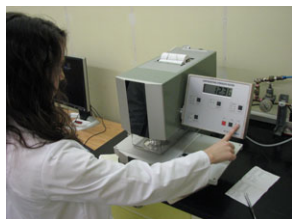


FPInnovations 2011 Benchmarking of Bleached Kraft Market Pulps



- FIBRE CHARACTERIZATION
- PHYSICAL PROPERTIES
- CHEMICAL PROPERTIES

FPInnovations, through its **ISO-accredited** laboratory, is inviting over 350 mills **worldwide** to benchmark the quality of fully bleached kraft market pulps.

Benchmarking is a technique for identifying measurable successes of others and applying them to your own organization. It allows realistic comparison of the performance of a product to a competitor or industry standard.

The Benchmarking Plan: *Dare to compare*

Each mill participating in this program will send to FPInnovations, a representative sample(s) of pulp (softwood or hardwood) to be tested. A series of tests, used to characterize market pulps and evaluate their papermaking potential, will be conducted.

The final report will be made available to all participants in *English*. Each mill will be assigned an anonymous code number. Any specific information pertaining to the mills, such as process conditions or type of end-use products for which the pulp is intended, will remain **strictly confidential**.

Acquire critical benchmarking information

Fibre characterization: furnish composition by microscopy, fibre species analysis, % HW/SW, % SW latewood, % HW vessel elements.

Physical Properties: water retention value, Bauer-McNett fibre length classification, fibre length, width, curl, kink and coarseness determined by Hi-Res Fiber Quality Analyzer (FQA). Five-point PFI beater analysis: Canadian Standard Freeness, Schopper Riegler drainability, and testing of handsheets for bulk, tensile, burst, tear, zero-span tensile, internal bond strength, porosity, and optical properties for each beating point and on unbeaten pulps. Thermal brightness reversion.

Chemical properties: kappa number, viscosity, DCM and acetone extractives content, ash content, level of metal ions, silica, and carbohydrate composition.

Prove to your clients that your practices are among the best in the industry

Participate now!
The next FPInnovations benchmark study is scheduled for 2016

Enable your Sales & Marketing Team to increase product sales

- Position your products against competitors' pulps with respect to papermaking potential
- Provide information to determine how your product compares to the general marketplace
- Credible independent assessment of your product in relation to the competitors
- Support your own quality assurance program using the testing data
- Establish stronger credibility with your customers
- Verify marketing claims or set price points
- Improve production standards
- Identify areas for improvement
- Other organizations have offered benchmarking studies in the past but all are dated prior to 2005.

What is different in our benchmarking study?

- Up-to-date study
- Expertise in benchmarking, previous studies conducted in 2003 and 2007
- Samples tested at the same facility
- ISO 17025 accredited physical testing laboratory
- Larger scope of tests offered
- Organized to deliver high value
- Backed by pool of scientific and technical experts

FPInnovations can then provide you with affordable consulting services to review your mill's performance indicators to industry benchmarks, or to assist in product development.

Customized reports can be issued with the assistance of our experts.

A partial copy of the previous FPInnovations benchmarking study initiated in 2007 and published in 2008 can be viewed on our website: www.fpinnovations.ca

If you have any questions about
this program, please contact:

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***FPInnovations leading the way in scientific and
technical solutions***

FPInnovations 2011 Benchmarking of Bleached Kraft Market Pulps

<i>Subscription Form</i>			
Name:			
Company:			
Address:			
Email:	Tel.:	Fax:	
Number of samples:			
Type of furnish: (e.g., softwood/hardwood)			
End-use application: (e.g., printing, photographic, tissue...)			
Cost per sample: (Volume discount of 10% for 3 or more samples)	\$7000 USD		
Total:			
Purchase order #:			
Benchmarking Testing Start Date:	June 1, 2011	Benchmarking Report Issued:	September 2012
Important: Samples must be received before September 1, 2011 to be included in the 2011 Benchmarking study.			

The cost for participating includes testing as described above, and one *English* copy of the report. After receiving the completed form, we will send you detailed sampling and shipping instructions.

Please fill out this form and return it by fax or e-mail.

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