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**For Immediate Release:**

## **Free E-Book on Paper Handling Best Practices Available Through Global Cross-Industry Collaboration**

*Idealliance sponsored work and served as one of 30+ participating organizations from every part of the paper supply chain, paper mill through printing.*

**Alexandria, Va. (Feb. 28, 2017)**—Idealliance, the graphic and visual communications industry association representing all facets of the media creation, production, and distribution value chain, is pleased to make available a free e-book, *Optimised Paper Handling & Logistics*, the product of an international cross-industry collaboration. Idealliance sponsored the project and served as one of more than 30 organizations participating in the book’s development. The 270-page guide has a cover price of \$250, but is being made available as a free download to provide the widest and easiest distribution possible.

“Idealliance is focused on advancing best practices in the graphic communications industry and we’re proud to have been part of this unique international effort developing an extensive guide to paper handling and logistics and now available to our members and others in the industry,” says David Steinhardt, Idealliance President and Chief Executive Officer, who served as one of three project Team Leaders.

“Through the Idealliance Paper Transit Damage Working Group, whose members come from across the entire paper supply chain, Idealliance contributed to make this volume a definitive guide to paper handling,” he adds. “The Working Group continues the leadership role of Idealliance in the paper supply chain from EDI-based transactions (EMBARC) and XML (papiNet) to bar coding (North American Roll Identifier) reaching back from the 1980s to today.”

*Optimised Paper Handling & Logistics* may be viewed online or downloaded at no charge at by registering on the [www.ophal.info](http://www.ophal.info) website. Confidentiality is protected and registrants may select any or all of four e-book formats. An online reading format via FlipBook HTML.5 does not require downloading and lets readers swipe through pages and use links to participants’ websites and other information. To download, registrants may select formats optimized for screen viewing (mobile devices), print-on-demand, or e-pub applications such as Apple’s iBook.

Through their proactive industry leadership, the project’s participating companies and associations sought to establish a common generic best practice tool as a global reference for suppliers, transporters, converters, and printers. Paper is handled multiple times in its journey from mill to press, with each step carrying a risk of damage or loss, and it is a very valuable commodity—substrates are the highest single cost for printing and packaging applications. Any reduction in paper waste or spoilage will improve economic performance and reduce environmental impact. Safety is another key concern, since paper handling requires specialized techniques, tools, and storage facilities, and every manipulation of paper rolls and pallets carries a risk of accidents and injuries.

The new guide can be used to improve paper handling efficiency—whether the substrate’s ultimate destination is a sheetfed, web, offset, gravure, flexo, or digital press. It can also be used for staff and customer education across the delivery chain, may be incorporated into service agreements, and can serve as a reference for insurance companies and other entities assessing damage claims and responsibilities.

Generously illustrated and featuring an easy-to-read, user-friendly text, *Optimised Paper Handling and Logistics* provides a step-by-step guide to help those handling paper understand how best practices can improve performance, decrease waste, and increase safety, and how to trouble-shoot problems. It includes 11 modules:

- Paper and Cores: Wrapping and Pallets
- Inspect, Report, Evaluate and Repair
- Warehouse and Paper Store
- Paper Handling Equipment
- Roll and Pallet Handling
- Transport: Securing and Lashing
- Road Transport
- Rail Transport
- Transport: Containers
- Transport: Maritime Shipping
- At the Printer: Paper on Press

For more information, contact Steinhardt at [dsteinhardt@idealliance.org](mailto:dsteinhardt@idealliance.org) or (703) 837-1066.

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**About the ‘Optimized Paper Handling & Logistics’ Project:**

‘Optimized Paper Handling & Logistics’ is a collaborative project made possible by the participation of the following organizations: ABP Group • Axel Springer • Bolzoni Auramo • Cascade Corporation • Dalim Software • Earthpac • European Rotogravure Association (ERA) • Fr. Meyer’s Sohn (FMS) • Goss International • The Hindu Group, Kasturi & Sons • Holmen • icmPrint • Idealliance® • IF P&C Insurance • INTAKT Transportberater • Intergraf • Koenig & Bauer Group • Malayala Manorama • Mondi Extrusion Coatings • The Nordic Offset Printing Association (NOPA) • Paperdam Foundation • Sappi • Swenska Cellulosa Aktiebolaget (SCA) • Sonoco-Alcore • SpanSet • Stora Enso • tesa SE • The Times Group, Bennet Coleman & Co • TRANSWAGGON Group • UPM • WAN-IFRA. Visit [www.ophal.info](http://www.ophal.info) for more information.

**About Idealliance**

Idealliance is a not-for-profit member association representing a unique convergence of printers, mailers, marketers, brand owners, agencies, publishers, fulfillment services, material suppliers, and technology providers. The association provides an open and cross-industry platform for motivated professionals to come together to create a more competitive, compelling, and innovative graphic and visual communications industry. It capitalizes on its integrated capabilities to advance proven technical and management best practices; deliver best-in-class research, education, and certification; and serve as a united industry advocate. Idealliance is headquartered at 1800 Diagonal Road, Suite 320, Alexandria, Va., 22314. For more information, visit [www.idealliance.org](http://www.idealliance.org) or call (703) 837-1070.



*Optimised Paper Handling & Logistics* cover and chapter title pages.

