

## Lynx® Opaque Ultra — Everyday.

People everywhere, everyday rely on Lynx Opaque Ultra for use in a wide variety of industries. Whether it's in the office, at home or in retail; paper has meaning, paper drives stimulation and paper brings emotion. Lynx *Everyday* highlights some of the most popular uses of the sheet. Through brightly colored, creative imagery and fun, block type that gives the piece a decidedly modern feel, we see how Lynx solves problems in business, makes the grade in education, and delivers success in direct mail. Lynx also wins points in sports and entertainment, keeps faces bright for the beauty industry, and takes tickets and travel documents further with results that are miles ahead of the competition.

Lynx Opaque Ultra *Everyday* features photos of people in realistic business and casual settings to show how this hard-working sheet goes to work for its customers.

It also goes head-to-head with competing sheets with side-by-side comparisons that let viewers see the results and judge for themselves, it's clear to see who's winning this competition. Lynx Opaque Ultra has the right brightness, opacity, shade and formation to create outstanding results; and its exceptional runnability and surprising affordability make it an excellent choice for a wide variety of uses. From high-end applications to everyday print projects, Lynx Opaque Ultra delivers consistent color reproduction and dependable print quality — run after run, day after day.

Easy-access stocking information is provided in an insert in the back pocket for quick reference, and the booklet itself gives readers a nice sampling of the range of weights and finishes offered. The cover for Lynx Opaque Ultra *Everyday* was printed on 80 lb. Lynx Opaque Ultra Cover, Smooth Finish, with traditional four-color process, one spot color, and a Dot-for-Dot Dull varnish. Narrative sheets were printed on 100 lb. Lynx Opaque Ultra Text, Smooth Finish, with inserts on 70 lb. Lynx Opaque Ultra Text, Smooth Finish, and three competitor sheets of the same weight.

Lynx Opaque Ultra helps save costs on everyday projects, without sacrificing quality. And Lynx Opaque Ultra *Everyday* makes a point well-taken, especially in today's economy: **You already use paper every day. Why not rely on the one brand that saves you time and money?**

To learn more about Lynx Opaque Ultra, visit [www.domtar.com](http://www.domtar.com) or [www.makingpaperfun.com](http://www.makingpaperfun.com)