

ME & MY...

Revive

Sam Neal, managing director at Geoff Neal Litho, believes this recycled paper range offers the best quality and flexibility in the market, finds *Helen Morris*



Neal: "We're continually impressed with the reliability of the grade and its consistency on press, as well as the quality"

What does the product do?

Revive is a range of recycled paper and board products. The Revive family consists of a variety of finishes, including gloss, silk, matt and uncoated. Choices of recycled content range from 20%-100%, with FSC certification where required.

Why did you choose this particular product?

At Geoff Neal Litho, full consideration is always given to the entire production of our work, as we pride ourselves on being one of the most ecologically minded printers in the UK. Recycled paper is a very important part of the printed mix and vegetable-based inks are used as standard, with low wastage design and full consideration of recyclability after use.

Did you look at any other similar products?

We have looked at various recycled paper ranges, but they simply didn't have the same offering in terms of choice.

Why did you make the purchase?

Robert Horne is able to provide good technical and environmental information for all its Revive products, making it easy to select and recommend to clients who are committed to responsible sourcing.

What features do you particularly like?

The range of paper is seen as one big family and so it makes it easy to switch within the range and mix and match. The print quality is very good for recycled paper and I particularly like the printed result on the uncoated grades. We're continually impressed with the reliability of the grade and its consistency on press, as well as the high-quality results we achieve with it.

Is there anything you dislike?

I'd like the drying times to be worked on – this is a general recycled paper issue. It would be great if more recycled pulp was available and so this would help to bring the price of the product more in line with virgin grades.

What's the quality like?

Revive pure white 100% recycled is very popular for the more prestigious jobs, as it actually both looks and performs like a virgin-fibre product, meeting the industry demand for an exceptionally high-quality white 100% recycled paper.

How much time or money has it saved?

It is hard to evaluate how much time and money a particular grade of paper may save. However, Revive is certainly a very consistent product in terms of performance and quality and we therefore encounter very few problems with the grade meaning continued workflow, production and no costly machine downtime, which we used to encounter in the early days of recycled sheets.

Would you say that it offers value for money?

Yes it does – Revive is offered at a fair price in today's paper market

What about the pre- and after-sale service?

Robert Horne offers a fabulous service – right from quoting and the 24-hour dummy service, through to delivering the paper within the agreed daily slots. The internal staff at the company are knowledgeable, keen and helpful and their stock system enables them to check availability and prices very efficiently. ■

CONCLUSION

User's verdict	
Speed	★★★★
Quality	★★★★
Reliability	★★★★
Value for money	★★★★

Supplier's response
 Philippa Charlton, marketing director at Robert Horne, says: "Revive offers the largest selection of recycled papers in the UK. It has been developed over the past decade to meet a range of environmental criteria from 100% recycled fibre through to 75%, 50% and 25% recycled fibre content – and most of the products are FSC certified too. The availability of a wide choice of weights and sizes adds to the brand's versatility. Delivering the balance between environmental quality and performance, Revive can match most virgin pulp papers for whiteness, on repro quality and on press, factors which made it the brand of choice for the report and accounts of seven of the FTSE Top 10 companies."

Price	on application
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