

# BUYERS GUIDE

## Direct approach

**Independent paper merchant and converter Direct Paper Supplies is growing at a rate of knots thanks to its inhouse converting, quality product offering and fast service**

**W**ITH a new converting and warehouse facility twice the size of the old one plus another new sheeter, and importantly a growing list of clients, Direct Paper Supplies is clearly hitting a nerve with the nation's printers.

This family owned company has been operating for the past 14 years, and this year moved into new 110,000sq ft headquarters in Melbourne, home to 6000 tonnes of stock paper, four giant converting machines, and the sales and administration centre. Direct is

competing head on with some fairly serious players, but its continuing growth is testimony to its understanding of the market.

Converting plays a key part of the Direct service, with the company investing a substantial amount in its converting facility each year. It has the latest technology, and it operates its converting business 24 hours a day, ensuring printers have the highest possible service levels. There is a growing demand for customised paper sizes, as marketeers look to differentiate their product, and Direct Paper is well set to meet that need.

Its latest sheeter is a UK made Apollo, which will convert for everything from the small offset market to the large format POS and screen print market. The Apollo machine has the ability to achieve a maximum size of 1650x2200mm and a minimum size of 210x297mm (A4). These sizes can be achieved with all its stocks including art board, coated art paper, bleached board and laser grades and all

these are cut to perfector press quality.

As well as sheeting Direct is also running 24 hours a day a brand new 2.5 metre wide rewinder, which can achieve sizing from 210mm wide up to jumbo widths of 2,500mm and diameters of up to 1850mm. The company's other slitter/rewinder specialises in counter roll production ranging in widths of 144mm wide rolls on 25mm cores up to 1900mm wide rolls on 76mm cores.

This versatile machine is capable of both short and long run production and produces a wide variety of digital rolls, PPC rolls, packaging grade rolls and general paper rolls.

Direct is also strongly committed to reducing print's impact in the environment, and under its Behaviour umbrella brand supplies a range of recycled stocks, which the company plans to expand as time goes on in another positive step forward.

Direct Paper Supplies has recently been awarded Chain of Custody (COC) certification for both the Forest Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification Schemes (PEFC). The schemes promote sustainable forestry practices and ensure that accredited fibre can be traced at all times from forest to end user.

## Take a step in the right direction!

**Join the march of printers who have been quick to embrace this great all-round performer**

BehaviourR Recycled Art Paper is the house stock for all occasions:

- Strong press performance
- Quick drying
- Value for money
- 30% recycled text
- 55% recycled cover
- Huge range from 85-300gsm
- Vast stock holdings
- Gloss & matt available
- Reels available for sheeting
- ISO 14001 Certified manufacturer

Yes! BehaviourR ticks all the above boxes and more.



**BehaviourR**   
PAPER THAT DOESN'T COST THE EARTH

Your BehaviourR experience starts with a call to Direct Paper Supplies on (03) 8586 6222