

# Introducing TULSAKRAFT™ VERSA



Depending on your perspective, TULSAKRAFT™ VERSA is:

- The only 100% Recycled White Kraft - minimum 95% post consumer content - print surface available in all sizes of the custom printed Shopping Bag and Flat Handle Sack product line.
- A 100% Recycled Natural Kraft - minimum 95% post consumer content - with a print surface providing for brighter ink colors than typically possible on a natural surface with full coverage, and with the benefit of white as a fourth design color beyond our three color ink maximum.
- A 100% Recycled Natural Kraft - minimum 95% post consumer content - print surface with the value added of a white interior.
- The first and only hybrid reversible Natural/White, 100% Recycled - minimum 95% post consumer content - duplex handle bag paper available at 2,500 bag custom minimum.
- All of the above, priced between 100% Recycled Natural Kraft and Virgin White Kraft, exclusively from TULSACK.

# NEW TULSAKRAFT™ VERSA

100% Recycled White Kraft Print Surface  
Minimum 95% Post Consumer Content  
Lower Cost than Virgin White Kraft



TULSAKRAFT™ VERSA was introduced in August 2009 with the riddle shown on these printed bags: *What's white, brown and green all over?* The answer is the most rapidly accepted new product we can recall in our 25 year history.

The first look produces a double take. White on the outside, brown on the inside. What is it?

After extensive research that included trial mill runs, we became convinced that it is not possible at this time to produce a 100% recycled and recyclable White Kraft strong enough to convert or function as a handle bag. We'll leave it to the reader to decide what to make of claims to the contrary.

TULSAKRAFT™ VERSA is the same base sheet as our 100% Recycled Natural Kraft, with a top layer of recycled White Kraft fiber on one side. State of the art paper machines designed specifically to process recovered fiber and improved waste collections allow TULSACK to reliably deliver the finest quality 100% recycled handle bags available - including TULSAKRAFT™ VERSA.

Following is a gallery showcasing just a few of the first bags produced with TULSAKRAFT™ VERSA since it's August 2009 rollout. The sheet is reversible, as shown in the sample at immediate right.



## TULSAKRAFT™ VERSA as the lower cost and 100% recycled alternative to Virgin White Kraft



There is no way around consuming more timber and then chlorine bleaching wood pulp to make Virgin White Kraft paper. These premium brands chose 100% recycled (95% Post Consumer Content) TULSAKRAFT™ VERSA to meet their commitments to sustainable packaging - and lower their cost at the same time.

## TULSAKRAFT™ VERSA as a design tool



A savvy designer cooked up an excellent ensemble of bags for a gourmet kitchen goods brand. While these could have been run two colors on 100% Recycled Natural Kraft, TULSAKRAFT™ VERSA delivered the following values:

- Brighter colors than typically possible printing on Natural.
- As one color full reverses, saved three plates.
- No trap lines of white ink under the full coverage reverse.
- 100% Recycled, minimum 95% post consumer content - not available in Virgin White Kraft for shopping bags.

With smartly used three color full coverage, *The Salt House* benefits from TULSAKRAFT™ VERSA's lower cost White Kraft print surface and promotes itself with sustainable 100% recycled - and recyclable - packaging.

Also notice how many of these TULSAKRAFT™ VERSA pioneers took advantage of our offering the four most popular handle colors without upcharge. See details pg. 4.

## Greenwash not spoken here

To see the environmental impact of our using 100% recycled paper for 100% of our Natural Kraft, and the introduction of 100% recycled TULSAKRAFT™ VERSA as a Virgin White Kraft alternative, click on the 100% recycled symbol anywhere you see it at [tulsack.com](http://tulsack.com).



You can be confident in the integrity of our commitment to sustainability and the benefits claimed. These two papers are produced in mills that do not make pulp. The sole source of fiber is recovered material, with a minimum of 95% originating in the post consumer waste stream.

Standard practice is to print the recycled logo, content statement and MADE IN USA on the bottom of all bags produced with 100% Recycled Natural Kraft and TULSAKRAFT™ VERSA. It is what we say it is.

## Same bag size, same paper type, same quantity, same price

*One Step Pricing* is a TULSACK exclusive that strengthens the value of bags printed on TULSAKRAFT™ VERSA and all of the other papers offered by TULSACK.

From one color low ink coverage up to three color full coverage on all sides and bottom, from 2,500 bags and up there is no premium for additional colors and ink coverage.

