



Now in its 122nd year, Conqueror is recognised worldwide as a symbol of premium quality paper for business and creative communications. One of the very few paper brands to be requested by name, its reputation for quality and professionalism is acknowledged across the 120 countries in which it is available.



**Market**

In today's digital age, paper continues to be used as a key communication tool which help companies promote a positive business image. Conqueror is a long-established mark of quality and supports all companies and organisations in generating cut-through messages.

As companies face increasing environmental pressures, many are looking for ways to reduce their carbon footprint – as a result end users now actively choose products which can support this objective. The Conqueror range is constantly adapted to meet these changing market demands, resulting in a product which boasts the highest environmental credentials. The visual impact and tactile quality of Conqueror also help end users to promote core values such as excellence, professionalism and style.

**Product**

Conqueror products are renowned for helping a range of users to achieve standout in the ever crowded marketplace – whether it's printers, designers or end-users. The paper offers a multi-functional, sustainable solution which guarantees performance across the latest print processes. Constant monitoring of fashion trends means that Conqueror also offers creativity and quality for materials requiring an eye-catching finish, such as brochures, annual reports, promotional materials or packaging.

Within the extensive range, a selection of innovative and contemporary colours, finishes, textures and watermarks are available, as well as co-ordinated boards and envelopes. The quality and versatility of the stock guarantee a look and feel of effortless style and professionalism combined with impeccable environmental credentials.

**Achievements**

With a constant focus on product development to meet new market demands, Conqueror has embraced change. From traditional beginnings during the era of pen and ink, through to the modern multiple print and digital communication technologies, Conqueror has continued to deliver high quality results across a variety of applications. With brand awareness levels at more than 70 per cent in the UK, Conqueror is one of the few paper brands requested by name and remains synonymous with quality business stationery.

Recent achievements include the development of a new set of environmental credentials which mean that Conqueror now boasts a complete green offer. It achieved full FSC certification in 2007 and launched a new range of premium 100 per cent recycled papers at the beginning of 2009. This last range has been developed through a unique post-consumer paper pulp developed at the company's Greenfield mill, enabling Conqueror to boast the cleanest 100 per cent recycled paper. At the end of 2009, Conqueror became CarbonNeutral® in the Nordics (Denmark, Norway, Sweden, Finland, Iceland), Austria, the Benelux and Switzerland as well as in the UK and Germany. At the end of 2009, Conqueror became CarbonNeutral® in Denmark, Norway, Sweden, Finland, Iceland, Austria, Benelux and Switzerland, in addition to the UK and Germany where this certification has already been achieved.

Conqueror also continues to achieve best-in-category performance, cementing its status as one of the most well-known and favoured paper brands. Blind and

branded tests have proven that Conqueror is consistently chosen as the best quality and overall preferred sheet of paper.

**Recent Developments**

Conqueror has remained at the cutting-edge of the paper industry by continuing to drive forward new product innovation. Not only has the brand responded to increased demand for sustainable products, but it has encouraged customers to take a significant step forward in reducing their company's carbon footprint with minimal effort and investment.

In 2007, Conqueror became the first CarbonNeutral® fine paper brand in Europe, with full FSC certification across the range. The 2009 addition of premium 100 per cent recycled papers which offer incomparable levels of whiteness and brightness, makes Conqueror an ideal choice for companies with more stringent Corporate Social Responsibility (CSR) policies, communicating their environmental commitment without compromising on quality. At the end of 2009, Conqueror clearly reflected its international green credentials by becoming Carbon Neutral in 12 countries across Europe. Conqueror is also supporting the Longwangtan Hydro Power Project in China as well as the Dutch Sterksel Biogas Project.

**Promotion**

A 'push-pull' marketing strategy has been developed successfully for Conqueror, focusing on distribution partners, printers, designers and end-users. A strong emphasis is put on brand awareness and brand building, with the wide range of applications at the heart of any campaign. Promotion of the brand is underpinned by a global communications strategy, which delivers a consistent image and clear, targeted messages, tailored to key audiences.

Direct mail was the main driver in the 2007 'Blank Sheet Project', along with online and press advertising. Developed to promote Conqueror's CarbonNeutral® status and FSC certification, the campaign was aimed at SMEs, CEOs, CSR directors, existing customers and

printers, encouraging businesses to share ideas about easily achievable steps that can be taken to help reduce carbon emissions.

In 2008, Conqueror was supported by an extensive national press and online advertising campaign, incorporating a refreshed Conqueror CarbonNeutral® logo and a newly created strapline: It says who you are. The campaign was designed to reflect the high quality of the range and to demonstrate how small steps, such as using an environmentally friendly paper for business communications, can be used to send a positive message to stakeholders.

In June 2009, Conqueror worked with illustrator Damien Weighill and design agency Blast to launch a new campaign, Endless Possibilities. The campaign took an original approach to paper marketing by providing a free resource of more than 300 original illustrations for designers. Campaign materials included a 236-page book and a website which showcased the illustrations, supported by a special edition set of A2 posters. While Conqueror is a leading business communications brand, it also offers a strong range of creative options. The aim of the campaign was to inspire designers to think of the possibilities available when using Conqueror while providing them with a useful tool for their daily work. The final idea incorporates web and print, with content that will allow designers to really engage with the brand. The campaign was a winner at the 2009 Benchmark Awards. Organised by Design Week, these awards aim to set a standard in the recognition of excellence in brand communications.

**Brand Values**

Conqueror has a rich heritage in providing high quality, distinctive papers. It is renowned for



reliability in both professional and creative communications. Indeed, recent customer research commissioned for Conqueror revealed that the brand has the highest awareness and usage levels amongst its competitive set in the UK and throughout the world.

The same research also found that the paper is perceived as a trusted, high value brand that can enhance a company's image. This cements Conqueror's position and commitment to deliver ultimate attention, interest and impact for image conscious businesses, ensuring customers feel valued.

Ongoing investment in research and development aims to maintain Conqueror's position at the forefront of the paper industry, meeting increasing demand for exceptional performance whilst maintaining its relevancy in today's market.

[conqueror.com](http://conqueror.com)

**Things you didn't know about Conqueror**

If all paper that Conqueror made within one week were in the format of 100g A4 sheets, and were laid end to end, it would stretch twice around the world.

Today, there are some 600 different line items available within Conqueror with users ranging from Royalty to huge corporates to one-man businesses the world over.

Arjowiggins has calculated that if all companies switched to using Conqueror paper, UK businesses alone could save over 23,000 tonnes of CO2 each year, which is equivalent to the annual emissions of almost 4,200 households.

Every ton of Conqueror premium 100 per cent recycled paper produced saves 33,000 litres of water (versus non recycled) and 25.4 per cent of the energy used in its production.



1888	1945	1960s	1990s	2001	2004
Conqueror paper first rolls off the paper machine at Wiggins Teape. Conqueror Laid is born.	Changes in the production of Conqueror are developed, as well as quality control and specialised colour matching.	Conqueror continues to develop and grow its export business.	Arjowiggins Appleton group is formed from the merger of Wiggins Teape with the French paper manufacturer Arjomari and the US manufacturer, Appleton Papers.	A new, contemporary, stylised logo and identity based on the Conqueror name is launched. Innovative iridescent papers are also added into the range.	Conqueror Digital Multi Technology is introduced as the only fine paper that is printable on offset and digital presses.

2007	2008	2009
Conqueror becomes Carbon Neutral in the UK, whilst also using pulp from FSC certified sources across the entire range.	Conqueror becomes Carbon Neutral in Germany.	Conqueror launches a premium 100 per cent recycled offer in response to market demand for sustainable papers which deliver the highest possible quality. Also in 2009, Conqueror becomes Carbon Neutral in 12 countries across Europe.