

Asia Pulp & Paper Canada Expands Sales Network to Eastern Canada

*Procurement of high-quality, cost-effective paper packaging products
no longer a challenge for Maritime printers*

(Toronto – June 14, 2017) -APP Canada announced today an important market expansion that will allow printers, publishers and paper converters in Eastern Canada to access a wider range of sustainable paper and packaging products.

“The market for paper products, especially for food and other packaging, continues to grow at a global rate of approximately 4.3 per cent,” said David Chin, president of APP Canada. “But some of the smaller markets, that traditionally had less demand, were still not being serviced to the same level as larger centres and had a hard time procuring cost-effective products.”

APP’s new sales network will directly ship to Nova Scotia, New Brunswick and the Prince Edward Island starting June 2017. Its extensive line of paper and paperboard products from Indonesia and China, include wood-free coated and uncoated text and cover, opaque printing paper, gloss and silk paper, copy papers, and packaging boards for all types of printing and packaging needs.

“Customers have come to expect quality paper products that perform well during the printing process but that also exceed the environmental standards demanded by the end user,” said Chin. “The type of businesses from which we will see the biggest business opportunity, are the ones that cannot forgo the white and bright paper that comes from virgin fibre but want a biodegradable product to stand apart from their competition.”

APP Canada carries the ProPrint, Inspira, Enova, Paperline and Zenith brands. This distribution expansion to Canada’s east coast comes on the heels of another recent announcement by the company about a sales network expansion to Saskatchewan. Currently, the company has offices and warehousing facilities in Ontario, Quebec, British Columbia and Manitoba.

About Asia Pulp & Paper Canada

APP Canada is part of the APP group and is the leading importer/distributor of printing papers from APP’s mills in Indonesia and China. The company serves the Canadian printing industry with strategically positioned warehouse inventories of coated, uncoated and opaque stocks in sheet and roll form, C1S and C2S board, photocopy paper and cut size stock. In addition, APP Canada supports the print industry through an experienced team of sales professionals, with capabilities to support the industry on technical specifications and APP’s proprietary colour management system. APP Canada is PEFC certified and fully committed to maintaining the integrity of APP’s worldwide program initiatives of environmental responsibility, sustainability and quality control.

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