



**Sotheby's Imprint**  
The Art of Global Print Management

**FOR IMMEDIATE RELEASE:**

**SOTHEBY'S IMPRINT AND SAPPI FINE PAPER NORTH AMERICA  
ANNOUNCE GLOBAL COLLABORATION**

BOSTON May 31, 2012 Sotheby's Imprint (SI) and Sappi Fine Paper North America today announced a global collaboration, supporting print and distribution solutions in more than 90 countries around the globe. Sappi will provide coated fine papers to the Sotheby's Imprint *Premier Platform* of print suppliers.

Sappi's papers, with highly recognized brand names such as McCoy, Opus, Somerset, and Flo, are used in premium magazines, catalogs, books, and high-end print advertising.

"This collaboration will provide quality solutions that yield greater results for our clients," explains Sotheby's Imprint Executive Vice President Skip Dyer. "Sappi delivers an international paper program rooted in quality, availability, and reach."

Sotheby's Imprint has assembled a diverse range of consumable suppliers that contribute to unparalleled, cost-effective results for an international clientele; Sappi's specific collection of products complement an extraordinary portfolio of providers.

"We are delighted to join together with Sotheby's Imprint," said Mark Hittie, Director of Sheets for Sappi Fine Paper North America. "Sotheby's Premier Platform

infrastructure brings together brands that share our global vision and commitment to excellence.”

**About Sotheby’s Imprint:**

Sotheby’s Imprint is an emerging leader in global print management solutions. The Boston-based company ensures brand uniformity with its *Premier Platform* of print and distribution suppliers, equipment manufacturers, and consumable suppliers. At its core, Sotheby’s Imprint expects to transform global print management while delivering unparalleled results. For more information, please visit [sothebysimprint.com](http://sothebysimprint.com).

**About Sappi Fine Paper North America:**

Sappi Fine Paper North America, known for innovation and quality, is a preeminent North American producer of coated fine and release papers and market pulp headquartered in Boston, Massachusetts. A subsidiary of Sappi Limited, a global company headquartered in Johannesburg, South Africa, with manufacturing operations on four continents in eight countries, sales offices in 35 countries, and customers in over 100 countries around the world. For more information, visit: [www.sappi.com/na](http://www.sappi.com/na).

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