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rain — but what do you light the fire with?

Plastic paper on the way, with a $300 million market

By ROBERT WILSON

Perhaps there aren't too many people interested in reading under-water, but those who are so inclined could do so — and the paper wouldn't even get wet.

What is more important though, is the fact that a "plastic paper" may be the forerunner of a new $300 million sales market.

Most of the uses will at first be in the fine paper market, but applications in the newsprint field may not be too far off.

Cost is an inhibiting factor, but Crown Zellerbach has already obtained exclusive rights for the manufacture of a Japanese polyethylene paper in Canada and the U.S.

In fact, a recent edition of Crown Zellerbach Canada's employee newspaper was printed on the new material so that a comparison could be made of reproduction and durability.

Most headway to date with plastic paper has been made in Japan, Britain and Italy and the daily newspaper, Il Giornale di Pavia has used it.

It is still in the development stage in North America and it is expected that the initial impact will be in the specialty paper field, like children's books and covers.

A. E. Mitchell, Crown Zellerbach executive vice-president, after announcing an agreement with Nippon Kakoh Seishi, K.K., Tokyo, said that "wood fibre would be supplemented in the future by synthetic materials."

Expensive

He said that it has a significant potential as a substitute for certain kinds of paper.

CZ Canada says the polyolefin plastic paper called Q'Kote, offers excellent printability, is waterproof and resists chemicals.

The company plans to market Q'Kote competitively with the highest-quality coated papers.

Robert Porter, editor of Crown Zellerbach News said that use of the product "had resulted in the finest reproduction he'd ever seen".

He admitted that it is "darned expensive", but the company's research group is trying to come up with manufacturing methods that will make the synthetic paper competitive and CZ wants to be in a position to compete when the costs of producing wood fibre papers and synthetic papers meet.

It has been estimated that the cost of plastic paper is around $1.60 for 1,000 sheets of 19 x 25-inch stock. Fine paper costs about 80 cents and newsprint 17 cents.

Price Printing Ltd., which published the six-color company paper on an offset press, said: "An extra amount of caution was taken, but the sheet ran well. The sheets ran together on the first run, but this problem was overcome. There was trouble covering large areas with the ink at first but the water-to-ink ratio was adjusted and the problem was solved. The water-to-ink ratio is considered critical and some extra drying time was necessary, but it was not appreciable."

There were also some problems with plastic inks in the printing of Crown Zellerbach's U.S. paper Crown Times, and it was found that regular inks worked as well, or better.

There are various derivatives of plastic and polymer Rems being manufactured by several of the chemical companies. Most, however, are designed for specialty papers, or for items requiring a degree of safety when water or other materials are spilled on them.

Du Pont of Canada, for instance, has a polymer span-bonded material which, in one of its latest applications, has been used as covers on a new cook-book being put out by Reader's Digest.

It is available for specialty applications like children's books, because of its "excellent abrasive resistance" the company says. It is also extremely white and its retentive qualities retain dye colors.

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something really

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New store comp

By PAUL M. ARBOUR

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