

# Fact Sheet N°9

Innovative paperboard.  
Attentive People.



## Marketing

We strive to deliver superior products and a boutique client experience, and we speak to this mission with our slogan:

**Innovative paperboard. Attentive people.**

We offer our vendors a personalized, collaborative approach built around customized marketing tools and attentive customer service.

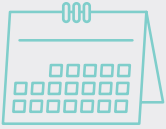
Kallima is a key partner for vendors as they develop and sustain client relationships built on value and trust.

### SWATCHBOOK

The Kallima Swatchbook is a colorful, dynamic way to showcase Kallima's applications and finishes. It contains clearly identified, perforated samples of our **C1S**, **C1S Plus** and **C2S** that can be detached and left for potential customers.

### M-WEIGHT WHEEL

Our M-Weight comparison wheel helps compare the weight per thousand sheets of various competitors.



## CALENDAR

Highlighting the beauty and creative potential of Kallima Coated Cover, the Kallima calendar has become a cherished annual tradition among our customers and personnel.



## KALLIMA ACADEMY

Our Kallima videos are only a few minutes long and cover a wide range of topics.

The series can be personalized for each merchant and housed on their own website for future reference. It's a great tool for new and existing employees.



## EVENTS

Kallima is an ongoing sponsor and participant in key industry events, supporting our partners throughout the year.

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