



**OXFORD, HAMELIN's flagship brand, launches OPTIK PAPER+,
the new generation of its paper, reinvented for the better.**

Progress for future generations

Caen, December 2023 - OXFORD, the flagship brand of the HAMELIN Group, is proud to launch **OPTIK PAPER+**, the strategic evolution of **OPTIK PAPER®** that has been so successful for over 30 years, winning over the hearts of consumers in France, Europe and beyond.

More than ever faithful to its mission of offering school and professional users high-quality, innovative and motivating writing aids to help them achieve their objectives, while also respecting the environment, **OXFORD has redefined OPTIK PAPER** for a paper that is both **more sustainable and higher quality**.

It's more environmentally friendly because it's lighter in weight, so less fibre is used for each OPTIK PAPER+ page, **reducing its environmental footprint**.

OPTIK PAPER+ is **a thicker** paper than its predecessor, despite the reduction in grammage. In fact, its thickness has been increased from 93 μ for the previous generation to 100 μ for OPTIK PAPER+.

This increase in thickness represents a real gain in functional quality, **a gain that was fully perceived and validated by users during blind comparative sensory analysis tests* carried out with consumers** who love branded stationery, in educational and professional environments, with the result that there was a **very clear preference for the new generation OPTIK PAPER+**.

This new generation of paper represents a paradigm shift by focusing the definition of the quality of a writing paper on **the two criteria that matter most to consumers, thickness and whiteness****, with the notion of grammage being relegated very far down the list of quality criteria mentioned by them, to 6th.

In addition to its thickness, the N°1 criterion, OPTIK PAPER+ also represents a gain in whiteness, rising from CIE index 157 to 162.

Ultimately, OPTIK PAPER+ is a paper that follows in the footsteps of OPTIK PAPER: **the same, just better**. In fact, OPTIK PAPER+ maintains and even improves performance in the other key areas: smoothness, opacity and paper sizing for perfect writing definition.

Naturally, in addition to reducing the environmental footprint, **the new paper used for OXFORD products retains EU Ecolabel, PEFC and FSC certification**. This redesign has also made it possible to reduce the distances over which the paper travels to OXFORD's production sites, thereby optimising logistics and helping to reduce the environmental footprint of the brand's products. **Better for the environment and the fight against climate change, and better for the consumer experience, OPTIK PAPER has everything it takes to be the benchmark writing paper more than ever.**



Reinvented for the better.

* Imasens Institute, 122 school, student and professional consumers in France and Germany - March 2022.

** Happydemics survey of a representative sample of 1,295 users of notebooks, pads and brand sheets in France and Germany - February-March 2022.