

# FAVINI

## LAVENDER AND CHERRY THE STARS OF “GRIMWOOD ON CRUSH”, FAVINI’S NEW MAILER

Milan, 26 January 2015.

Favini, a global leader in the production of innovative specialty graphics using natural raw materials (cellulose, algae, fruit and nuts, etc.), presents “Grimwood on Crush”, the first mailer dedicated to Crush’s new lavender and cherry tones made with the byproducts of agro-industrial processes for a line of products that has revolutionized the world of eco-friendly paper.

Designed for all creative professionals, Favini’s new communication tool represents an evolution in the concept of the sample book. Unlike traditional sample books, these mailers describe the company’s papers through a unique series of illustrations by some of the world’s best illustrators, and it will also be possible to collect these small-scale works of art in a special Favini binder, which will be made available by year end.

Created by Brian Grimwood, one of the UK’s most prominent illustrators, “Grimwood on Crush” presents two new Crush colors with the help of two sumo wrestlers ready to battle it out. The cover is made out of Crush Lavender, making use of the stele of lavender flowers, whereas the inner pages are Crush Cherry, which uses the byproduct of cherry seeds. In the same way as Corn, Citrus, Kiwi, Olive, Almond, Hazelnut and Coffee, both of these byproducts replace up to 15% of the cellulose of tree origin.

The entire Crush line is GMO free and FSC certified, contains 30% post-consumption recycled fiber, and is produced entirely using self-generated green energy. The carbon footprint has been reduced by 20% by using both alternative materials and green energy.

Crush provides excellent levels of print and transformation performance and can be used in a vast array of applications, from brochures and cards to shopping bags, packaging and other creative projects.