

New graphic design studio opens in Turner

PAPERCUT is a newly opened graphic design studio that focuses on quality and sustainable design.

Papercut leads the way in clever and sustainable design. The team at Papercut strongly believe in the value of environmentally sustainable options for their clients. Their goal is to create great design for your business with an environmental conscience — design that not only speaks of beauty but is kind to the planet.

Papercut director and creator Claire Connelly has 19 years' experience in creative arts and visual merchandising and she has a dedication to brilliant design. Claire's motivation for starting her own studio was a drive to direct a unique communication service, while also leading Canberra studios in a new era of sustainable design.

With a passion for art, a mind for business and a desire to combine the two, Claire attended the University of Canberra to make her talent official through a Bachelor of Graphic Design.

After working her way up to a



Visionary: Papercut founder and director Claire Connelly aims to lead Canberra studios in a new era of sustainable design.



senior graphic designer and art director, Claire has founded an agency that will not only offer value for money and a friendly culture with a creative edge, but also a studio which will contribute to future environmental stability.

Claire is joined by graphic

designer Amber Standley, marketing manager Amanda McDonald and writer and editor Jocelyn McGill. The small and highly skilled team takes a face-to-face approach with clients. They take the time to understand their clients' objectives and in partnership work to

deliver the most personal and professional solution to briefs.

They know that keeping visual communications consistent is invaluable for brand recognition and recall. Papercut specialises in developing complete corporate identity packages, which typically include the design of a

logo, stationery, website, and brochures.

Their sustainable focus also means they can offer competitive rates providing great value for money.

Papercut is located at 18 Bent Street, Turner. For more information, phone 6162 4045 or go to www.papercut.net.au

Green ideas for a brighter future

GOING green is at the heart of Papercut's culture. The team at Papercut want to decrease their impact on the environment and help their clients to do the same.

That's why they make green choices in every aspect of their business practice. They take pride in actively discriminating in favour of environmentally responsible suppliers and products and they are continually on the lookout for new and exciting products that can help clients reduce their carbon footprint.

The team strives to educate themselves and their clients about producing design that has

an environmental conscience.

Paper

Today, paper is made in many environmentally responsible forms — from paper that is partly to fully recycled using consumer waste (and is chlorine free) to paper that is derived from a certified sustainable forest, where trees are grown specifically for paper production.

Papercut will source and suggest paper suitable for your project that doesn't compromise the quality.

Printing

Papercut also supports and can recommend printers who use vegetable-based inks,

alcohol-free printing, computer to plate, chemical reduction and waste management.

If you have a product that must be printed, wouldn't it be nice to know that it was done without harming the earth? Papercut can manage your printing and they will source the best possible print outcome with sustainability in mind.

Papercut can also provide you with many options for sustainable products and services that aim to make you feel good about making a positive difference to our environment without compromising the quality of your design.

Papercut launches into the Canberra market in eco style

THE team at Papercut held a launch for the opening of their graphic design studio on April 9 at the Knightsbridge Penthouse in Braddon.

More than 50 people attended to help celebrate the opening of Papercut, which offers clients quality design and an abundance of green options through concepts, production and delivery.

Cinnamon Catering provided tasty canapés for the evening, while guests mingled casually in the fabulous setting of Knightsbridge. Papercut gave each

guest a gift bag containing beautifully printed promotional products showcasing the design skills Papercut has to offer. Blue Star print group printed these products using vegetable inks on specially selected papers bearing the Forest Stewardship Council logo, indicating wood fibre sourced from responsibly managed forests was used.

The launch was a huge success, bringing Papercut to the attention of much of the Canberra community.



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