

Beat: Business

## **OXFORD Brand one of the first companies to get the PAPER BY NATURE certification**

### **Into the forest ecosystem protection**

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**USPA NEWS** - As part of a new campaign, OXFORD comes back with a new line of products. The notebook and diary brand still keeps innovating and developing new products to offer the best. Its Paper has qualitative criteria that anyone could recognize and claim for without being an expert...

As part of a new campaign, OXFORD comes back with a new line of products. The notebook and diary brand still keeps innovating and developing new products to offer the best. Its Paper has qualitative criteria that anyone could recognize and claim for without being an expert. OXFORD claims to respond to the demand of a very strict and demanding quality procedure at all stages including the cover designs, the accessories and the functionalities as well as the product durability and sustainability.

Meaning by a strong culture of product innovation, OXFORD tends to offer a large but then accurately segmented assortment ; to propose solutions and not only products and to make paper products even more attractive. Also, 99% of OXFORD products are made of paper and OXFORD is committed to inform and improve responsible attitudes and to encourage respectful and sustainable consumption. 98% of the paper used in OXFORD books and pads European factories comes from Europe. OXFORD books and pads paper are certified FSC or PEFC to ensure our production is actively contributing in maintaining the paper cycle integrity.

Many years before legal environmental restrictions for stationery products, OXFORD had already vowed to apply strict environmental criteria to its production facilities all over Europe. OXFORD Acts For the Planet is an eco-charter which comprises 23 commitments to reduce the environmental impact on notebook and diary production. The voluntary program is regularly audited by an independent organisation.

New Line of Products :

- The School Diary is a very personal tool which will reflect own attitude, so a large assortment of diaries is offered this year with a 'world's exclusivity' : the Diary will be from now 'connected' thanks to an App 100% Free called 'DAYPOP', specially conceived by OXFORD. Youth and students will be able to scan the pages and store them quickly in their smartphone or computer helped by the tags inserted on each page. Many possibilities are available such as twitting, sending on Facebook, sending to friends for any reason...

- The Teacher Diary is made for the one who wants to look professional and responsible, as it has a key role to play in the image. OXFORD offers a choice for premium quality diaries offering a conventional but modern design, using the same system of App as for the Youth. This last one being called 'PenToPlan'.

- After the launching in 2014 of the App 'SOS NOTES' for students, and its huge succes (200 000 downloads), OXFORD extends its line with six new 'connected' workbooks. In the back of any product, there is a 'scan zone' allowing to scan any document A4 Format.

- A new range of Diaries are also available for Professionals, when managing time efficiently is the main concern because having so much responsibilities in running own business. It is important to be always remembered of an event or an appointment to get organised and prepared for success. How to pay attention to details which will have an impact on the credibility and the corporate identity.

Source : PopSpirit for OXFORD

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