



# Howe Sound

## PULP AND PAPER LIMITED PARTNERSHIP

NEWS & VIEWS • OCTOBER 2007

### IN THE COMMUNITY

#### Banff Mountain Film Festival

If you're looking for knuckle-whitening adventure (without leaving your comfy chair), this event is the one! The Banff Mountain Film Festival is a collection of the very best outdoor adventure films—featuring a wide variety of mountain sport, cultural, wildlife and even humour films—all made over the last year. A fundraiser for the Tetrahedron Outdoor Club, film fest proceeds go to worthwhile causes such as firewood collection, upkeep of the four Tetrahedron Park cabins, road plowing, trail maintenance, and youth outdoor pursuits. You can find more information on the club's activities at [www.tetoutdoor.ca](http://www.tetoutdoor.ca). Howe Sound Pulp and Paper is a base camp sponsor of this year's film festival and has been a supporter of the club since its founding in the early '70s.

**Date:** Friday, November 16

**Time:** 7 pm

**Location:** Elphinstone High School Gym

**Ticket vendors:** Gaia Fairtrade Gifts and Spin Cycles, Gibsons • Roberts Creek Store and Alpha Adventures, Roberts Creek • Talewind Books and Halfmoon Kayaks, Sechelt

#### In-School Papermaking Program

Did you know Howe Sound offers an in-school papermaking program? The program is fun and educational for students from kindergarten to Grade 7. We visit your class, explain what paper is, and then take students step by step through the papermaking process. Every student gets a chance to make a sheet of paper.

Papermaking is a hands-on way to learn what paper is, and why it is one of the most ancient and yet versatile products in the world today. It's also a fun way to make cards for special occasions—like Christmas and Valentine's Day.

#### QUICK FACT

We produce over 210,000 tonnes of newsprint per year. In length, that's enough newsprint to circle the Earth 12 times!

#### CONTACT US

Howe Sound's News & Views is published once a month in the Coast Reporter. Issues are also available on our website at [www.hspp.ca](http://www.hspp.ca).

#### Questions? Comments?

We'd like to hear from you!  
You can call or email Tina Sebert, Community Relations Assistant.  
Tel: 604-884-2575  
Email: [hsppcomments@hspp.ca](mailto:hsppcomments@hspp.ca)

## Delivering the daily miracle

"Howe Sound newsprint has always been a top performer in our press room," notes Mollie Purcell, the newsprint purchaser for the Seattle Times Company, which handles printing for both the The Seattle Times and Seattle Post Intelligencer. "The press operators like it because it doesn't break as much as other sheets and there is very little inconsistency between rolls."

The Seattle Times and Seattle Post Intelligencer print a combined average of 400,000 issues Monday through Saturday and about 450,000 issues for Sunday—so how well newsprint runs on the press can make (or break) the day. When 5:30 am arrives the newspapers must be on subscribers' doorsteps: printed, folded, inserted with advertising fliers, and distributed. This daily miracle happens seven

days a week, all year long.

"The less often a paper breaks, the more efficient we are. It's also expensive—on every web break we lose copies, increase our waste, and incur labour costs," says Mollie.

Newsprint purchasers like Mollie look for runnability (how well a paper runs on the presses) and sheet quality when they are making their supplier decisions. They want a sheet you can't see through and that is bright, so advertisers' ads "snap colour." The sheet needs to match the shade of their other suppliers so the finished newspaper doesn't have a rainbow effect of different newsprint colours. Mill location is also important, because rolls should be handled as little as possible to preserve their quality.

The actual printing process is very high-tech, with press-



*Mollie Purcell, newsprint and special projects manager for the Seattle Times Company: "We use about 53,000 metric tonnes of newsprint per year."*

room operators making adjustments via touch-screen computers. Five to seven people are needed to run a press that produces newspapers at a rate of 45-60,000 issues per hour.

The presses use three different widths of roll—full rolls (four newspaper sheets across), 3/4 rolls (three sheets across), and 1/2 rolls (two sheets). Depending on the number of pages it contains, each section is printed on the appropriate roll width.

"Howe Sound's full rolls are running really well," according to Mollie. "But we're particularly impressed with the runnability of the half rolls. We've had just one web break per 98 rolls, which is more than twice the runnability of our other

half-roll suppliers. That's outstanding."

The Seattle Times Company is a 111-year-old locally owned, private and independent news and information company. Founded in 1896, The Seattle Times Company is a fourth- and fifth-generation family business. The family's flagship newspaper, The Seattle Times, is the largest daily newspaper in Washington State and the largest Sunday newspaper in the Northwest. Under a joint operating agreement the company also manages advertising, production, circulation and marketing for the Seattle Post-Intelligencer, a separately owned newspaper with a separate and competitive news department.



*A roll of Howe Sound newsprint is about to be used in the high-tech pressroom of the Seattle Times Company.*

## 10 Year Anniversary of Howe Sound's Chinook Salmon Incubation Centre

Did you know that nearly one million salmon have been hatched and raised in Howe Sound's Chinook Salmon Incubation Facility since it opened in 1997? Now that's mega parenting!

Every year nearly 100,000 Chinook develop from eggs to fry in the mill's facility, growing steadily in fresh water supplied by the Rainy River. Chinook require warmer water than other salmon species. The facility uses a heat exchanger, fueled by excess warmth produced by mill processes, to heat water

to the optimum temperatures for incubation and growth.

In the fall, eggs from Powell River Chinook salmon are placed into incubation trays at the mill. At this stage of the salmon's lifecycle, temperature and oxygenation are critical, and the trays need to be rotated to prevent fungal diseases. In 28 days they reach the eyed-egg stage. After another 25 days they grow into one to two centimeter hatchlings.

For the first part of their lifecycle the salmon survive on their yolk sac. But by mid-

January the fry are ready to start feeding and they are moved into troughs and tanks. An automatic system distributes feed through the tanks every hour from 9 am until 1 pm. Salmon feed in the water column, not from the bottom of the tank, and regular meals make them grow faster.

By the end of March the salmon are ready to transport to the Chapman Creek Hatchery where they spend a month and a half before being released into Chapman Creek at the beginning of May.



*Volunteers like Pat Tyson (pictured with an incubation tray) make sure the salmon survive and thrive during their time at the mill.*

**We are a world leader in delivering outstanding quality pulp and paper products that make our customers successful. We excel in employee safety, productivity and environmental protection.**