



The Double A Story

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A Global Presence

Our Corporate Culture

A Colorful History

Commitment to wood-based business

The Double A Brand

Sustainable Production, Superior Quality, Smart Marketing

Double A (1991) Public Company Limited, a fully integrated pulp and paper mill, was incorporated in 1991. Located in Thailand's central plains in the province of Prachinburi, the mill began operating in 1995 and has an annual capacity of 600,000 tons of pulp and 600,000 tons of paper.

Strategically situated 140km from Bangkok and 130km from Laem Chabang Seaport, the **Double A** mill is close to both a sustainable source of wood and a huge rainwater reservoir with a capacity of 36 million cubic meters to sustain its manufacture of pulp and paper.

The company's broad portfolio of products extends from superior quality short fiber large paper sheets to innovative stationery products and premium copy papers –all made of sustainable fiber from **Double A's** Paper Tree, which is grown along the rice paddy ridges of more than 1.5 million farmers across Thailand through a uniquely Asian solution to the sustainable sourcing of fiber that we call PFFT – Paper from Farmed Trees.



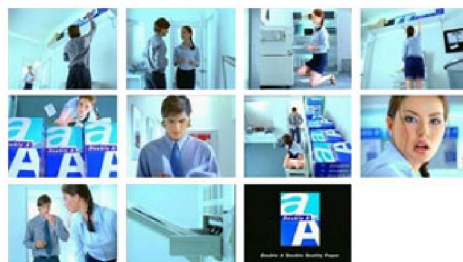
The Double A Brand Premium Quality Copy Paper

Double A brand premium copy paper, introduced in 2000, was the first consumer branded copy paper and has been the leading brand in Thailand for 10 consecutive years thanks to its quality and a consistent, innovative marketing communications program.

Part of this program involved the development of 'No Jam....No Stress' copying into a unique selling proposition that was communicated through both mass media and in-store campaigns, creating brand

awareness for **Double A** and moving the product out of the commodity category and into the branded consumer category.

In the process, **Double A** has fostered enduring relationships with consumers based on trust, quality, ease of use, availability, and the company's sustainable environmental practices and contributions to the communities we serve, all of which add up to total consumer value rather than the customary price concerns.



Paper with Personality

The **Double A** brand personality elevates the product to much more than just copy paper. **Double A** is Premium, Smart, Cosmopolitan, Witty, Reliable, Innovative and Professional – everything that the office workers around the world who use it aspire to be. More than a trusted brand, **Double A's** innovative marketing brings smiles to the faces of secretaries, clerks and executives everywhere with the wry office humor in its TV commercials – and keeps those smiles there with 'No Jam' copying that relieves stress in the

workplace.



Double A Quality - The Secret is in the Trees
Double A's ultimate goal is to be internationally recognized as the leading provider of premium quality copy paper, and with our Paper Tree we will reach that goal.

Everything is in the fiber. The high quality and superior performance of **Double A** paper are the result of the high fiber content – 30 million fibers per gram – from **Double A's** Paper Trees, which are planted by more than 1.5 million farmers throughout Thailand. The unique fiber characteristics that can only be sourced from the **Double A** Paper Tree give each sheet of paper the consistently high density required for stability and smoothness –the secret of perfect jam-free copying.

The brand launched was supported by 7 unique and remarkable qualities of **Double A** Paper:

- Good Runnability
- Printing Sharpness
- Excellent Smoothness
- Bright Appearance
- Enhanced Copier Performance
- Two-Sided Use
- Longer Storage Period for Documents

Double A continues to set records for brand awareness, thanks to its consistent 'No Jam...No Stress' marketing campaign which has succeeded in differentiating the brand and communicating its core values:

- Smoothness for jam-free copying
- High opacity for double-sided printing
- Farmed trees for a sustainable, environmentally friendly paper-making process

