



4322 SW Port Way, Palm City, FL, 34990 \* [www.brightwhitepaper.com](http://www.brightwhitepaper.com) \*Phone: 800-321-5716

**PRESS CONTACT:** Gwen Carden \* (772) 220-1230 \* [gwen@cardencreative.com](mailto:gwen@cardencreative.com)

**COME VISIT US AT BOOTH # 367**

### Short company description

Bright White Paper Co. is recognized in the industry as an innovator, manufacturer, distributor and discounter of products dedicated to helping businesses and organizations self-print and display economical, on-demand signage.

Easyboards<sup>®</sup>, the company's unique re-usable display boards and frames in numerous sizes, eliminate the need for sign mounting or laminating. No need to replace the backing. Just replace the paper.

The company's hand-operated Xyron "cold" laminators require no electricity, are instantly ready for use and produce almost no waste.

Bright White Paper Co. offers specialty papers including colorized thermal poster paper rolls, wide format inkjet paper rolls, Mylar film and Starting Bright Paper rolls - wide format inkjet papers in background colors.

Bright White is an authorized Epson dealer and sells on-demand direct thermal poster printers.



Easyboard<sup>®</sup> Re-Usable Display Board



Hand-Operated Xyron "Cold" Laminator



Easyboard<sup>®</sup> Magnetic-Lined Frames for windows/doors/walls



Custom-branded Easyboards<sup>®</sup>



## Products and Services

Bright White Paper Co. is known for helping companies and organizations “go green” by offering several signage-related products that are environmentally-friendly.

### Green products

- Easyboards® - These are green by virtue of being reusable many times over. These reusable display boards come in various sizes and save customers time and money by eliminating the need to laminate or dry mount signage. Simply insert your display materials into the board for a professional look without the professional price. The only waste is the paper sign that is no longer needed.
- Easyboard® “sticky back” magnetic-lined frames adhere to almost any surface including glass, metal and wood. They make displaying and changing messages on windows, doors and walls a breeze. Paper messages are slid under the magnetic hinged cover and can be changed in just seconds. Buy the frames once and re-use over and over.
- Xyron cold laminators make it possible to laminate signs and documents in seconds using absolutely no electricity and with very little laminate waste.

### Unique Paper Products

- Bright White Paper Co. manufactures wide format thermal poster paper rolls in 30 different colors including blue imaging on the background colors
  - Designed specifically for various brand printers including Variquest™, Varitronics® and Fujifilm® poster printers/poster makers
- The company’s Starting Bright Paper® rolls for wide format inkjet printers come in green, orange, yellow and red background colors.

### Services

- Bright White Paper Co. provides maintenance and repair services on older and newer thermal poster printer and poster makers.
- The company sells refurbished thermal poster printers and the Education Pro Color Poster Maker from Epson.



## **The Bright White Paper Company Story**

Co-owners Rick and Sharon Kazdin have never been content with doing things “the way they’ve always been done.”

Even before they married in 1994 they worked together to put a unique spin on what was then a very big business – videotape rentals. They owned a small video store and saw an opportunity to buy used tapes from major rental companies at a deep discount, rent them inexpensively in their own store and re-sell them to other small stores that couldn’t afford to buy them new.

### **An Idea was Born**

With that success under their belt the Kazdins went into the packing and shipping business with a small retail outlet. It was there that the seeds of Bright White Paper Company were planted.

Customers needed posters printed, so the couple purchased a thermal poster printer. Customers preferred their signs on colored paper, but there were two problems with that: colored thermal poster paper was very expensive, and the selection of colors from the only company selling it was extremely limited.

### **Paper Process Patented**

The couple got busy problem-solving how to produce colored printer paper at a reasonable price. They were awarded two patents after coming up with a process which enabled them to economically color coat thermal paper and provide a nearly infinite number of color choices. They became – and remain – one of only two companies in the world offering colored thermal poster paper.

### **Products and Services Expand**

Over the years the core poster paper business has endured, but the company has expanded into other areas. One customer favorite is the Easyboards® - reusable display boards that eliminate the need for dry mounting or laminating. Another is the Xyron “cold” laminating machines, which use no electricity, and the Education Pro Color Poster Maker. BWP is Xyron’s largest education dealer in the US

Although they remain a small company by choice (3 full-time employees) Bright White Paper Company’s products are sold around the world to a variety of customers including schools, emergency managers, government agencies, the military, attorneys, Realtors, hotels, restaurants, event planners, and fairs and festivals.

### **Core Values Persist**

“We focus on several core values for our business,” said Rick. “With 30 poster paper colors available, we continue to offer the biggest selection of colored poster printer paper in the world at the best prices anywhere. We sell products our customers find extremely useful due to their on-demand benefits, such as being able to make and laminate immediate on-site signage. We look at ‘green’ options whenever possible, including our Easyboards® and cold laminators, and most of all we provide unparalleled customer service. We never forget that without our customers, we don’t have a business.”