



Rockstock.

“paperless paper”

Going Green?

Many organizations are looking for ways to enhance their sustainability goals. If you are considering a paperless approach to marketing, but still rely on printed materials, consider Rockstock from Williams Visual Solutions. Rockstock is the “paperless paper” that gives your business cards, brochures and other printed materials a unique look and feel while protecting two of our most important natural resources.



NO Water, NO Trees!

The two primary resources used in the production of paper are water and trees. 50% of the trees harvested in North America are used for paper production. Nearly three gallons of water are used in the production of a single sheet of 8.5"x11" paper. Rockstock contains NO tree pulp and requires NO water for its production. Instead, Rockstock is manufactured from crushed

limestone and the production process is up to 60% more efficient than traditional paper production, reducing our carbon footprint and dependency on foreign oil.

See and Feel the Difference.

Using Rockstock makes a difference both environmentally and in the appearance and durability of your printed materials. Rockstock is waterproof, tear resistant and withstands the rigors of the real world better than traditional papers.

It is available in text and cover weights and has a finish that is unlike any other substrate you have seen or felt. The best way to see and feel the difference Rockstock can make in your printed materials is to request a sample kit from Williams Visual Solutions.



To learn more, visit wmsco.com/rockstock.