

## Jeff Pollard



For more than 10 years, Jeff Pollard, in partnership with David Van de Water, was an integral part of Monadnock's marketing program and provided the look and message that represents Monadnock and its graphic arts papers.

Jeff often said that his religion was nature. He became the real Jeff when canoeing, climbing, or fly-fishing. From the mountains and lakes of northern Maine, to the streams of Montana, Jeff was most at home in a wild environment.

Jeff also found fulfillment as an illustrator and designer. He contributed his talents to organizations that worked to protect the wild, leading to award-winning works for The Wolf Fund, The Nature Conservancy, The Yellowstone Park Foundation, The Grand Teton Natural History Association, and many other important organizations.

Quiet Light is the last piece Jeff designed for Monadnock and it is fitting that it illustrates the beauty and variety of nature. Jeff died on February 14, 2005. He will be missed by his many friends at Monadnock.

## Published By

Monadnock Paper Mills, Inc.

## Photography

All images © 2005 Edward A. Riddell. All photographs supplied as high resolution digital files.

## Paper Credit

Quiet Light is printed on Astrolite PC 100, 100 lb. Cover and 100 lb. Text.

## Concept and Design

Jeff Pollard Design & Associates  
Northampton, MA

## Printing Specifications

This brochure was printed on a Heidelberg Speedmaster 102 CD/CIP 3 - 28" x 40" - 8/color Press. The text was run as one sheetwise 12 page form and the cover was run sheetwise on a three-up form.

The tone reproduction curves were adjusted to enhance details of the images. Images were printed in halftone, duotone, tritone and 4/c process. All screen resolutions are 175 line. A dot-for-dot satin press varnish was run on all forms.

## Monadnock Astrolite PC 100®

Astrolite PC 100 is the industry standard of quality for 100% post-consumer recycled paper.

Monadnock's Astrolite PC 100, a premium paper made from 100% post-consumer recycled material, is Forest Stewardship Council certified and carries the FSC logo. This logo is a tangible symbol of commitment to responsible environmental practices. It goes beyond the use of the traditional "Recycled" logo by verifying, through a third party chain-of-custody audit, that the waste material from which Astrolite PC 100 is made was responsibly sourced, and reduces the impact on forests by maximizing the use of already harvested fiber.

Process Chlorine-Free – Astrolite PC 100 is Process Chlorine-Free (PCF). No Chlorine or Chlorine derivatives are used in pulping the waste fiber or in the papermaking process.

100% Post-Consumer Recycled Material – Astrolite PC 100 uses post-consumer fiber from office and commercial waste sources that are carefully selected and controlled, creating a paper with the highest levels of consistency, brightness and cleanliness.

Superior Printing Surface – Combining improved fiber with quality papermaking materials and craftsmanship, we have produced a bright white sheet with a level, uniform printing surface. This surface has a smoothness that is unique among 100% post-consumer recycled papers. Astrolite PC 100 delivers enhanced image clarity in laser, inkjet, and offset printing.

High Brightness – Astrolite PC 100 has a crisp, "balanced" bright white shade that is not overly blue and will not cause images to gray.

Archival Qualities – Astrolite PC 100 is manufactured to an alkaline pH and a minimum of 2% calcium carbonate buffering is added to enhance longevity and durability.

Ink Jet and Laser Guaranteed – Monadnock guarantees that 70, 80, 100 lb. Text and 65 lb. Cover items will perform in ink jet and laser imaging devices.

## Environmental Stewardship

We are proud of our accomplishments in pollution prevention. Our commitment to environmental stewardship is further demonstrated through the introduction and recent FSC certification of Astrolite PC 100, a recycled paper of uncompromising quality.



## The Monadnock Family of Papers

Astrolite® – Our largest selling grade with a dazzling white shade and a complete range of weights and sizes from 24 lb. bond to 200 lb. double-thick cover. Astrolite is made in three finishes: smooth, vellum, and a luxurious silk texture.

Astrolite PC 100® – The finest premium bright white text and cover paper available in 100% post-consumer waste. Astrolite PC 100 is FSC® Certified as a 100% post-consumer waste paper.

Dulcet® – A perfectly balanced neutral white shade with a velvety smooth finish, alkaline, buffered formulation and unmatched formation.

Caress® – Smooth and creamy, with a perfectly level surface, an alkaline, buffered formulation and an appealing mellow white shade.

## ANSI Archival Compliance

All Monadnock papers are alkaline pH and buffered for longevity. Each features superior formation, a smooth, level surface, excellent opacity, exceptional side-to-side uniformity and are made to the American National Standards Institute (ANSI) standards for paper longevity.



## ISO 9001

Monadnock's Quality Systems have been assessed and found to comply with the stringent requirements for quality management and assurance set by the International Organization for Standardization. ISO 9001 is a comprehensive standard providing quality assurance in design and development as well as in the production, installation, and servicing of products.

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Facing Page: DEAD TREE AND GRASSES,  
Norris Geyser Basin, Yellowstone National Park, 1983  
4/c Process with Sepia Tint

Back Cover: OAK TREE AND FOG, Stanford University, California, 1974  
Tritone: 2 Blacks and Pantone Warm Gray 9

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