

## DOMTAR INTRODUCES ONE OF THE FOUNDING FATHERS OF COMICS AT COMIC-CON INTERNATIONAL

To underscore how great work typically starts on paper, Domtar recently released a video that shows how comic fans got to meet one of the industry's founding fathers at the recent Comic-Con International.

The film shows a massive 8-foot sheet of paper interacting with fans at Comic-Con, which started as a showcase for comic books and has become one of the world's largest pop culture events. More than 130,000 fans gathered in San Diego, and paper became an instant hit.



Fans – many of whom dressed as aliens, superheroes and characters from movies, television shows and comic books – drew sketches and wrote notes on the giant paper, dancing with it and taking selfies.

“This is a fun way to remind people that this popular event hinges on great work that began with paper as an integral part of the creative process,” said Paige Goff, Domtar’s vice president of sustainability and business communications. “That’s why we used the hashtag #StartedOnPaper. Many of the best comic books, posters and movie scripts have always stemmed from the creativity, imagination, fantasy, adventure and entertainment that originate on paper.”

The paper character was created by the company that designed Iron Man, and it used Google Glass technology to allow the person inside to see. Some comic book fans considered it to be one of the most notable things at the show.

The video marks the latest effort in Domtar’s award-winning [PAPERbecause](#) campaign, to showcase the effectiveness and sustainability of paper. Since its launch in 2010, PAPERbecause has been profiled in The New York Times, featured on the front page of USA Today, and, last month, it won a Silver Lion at the Cannes Lions International Festival of Creativity, which is considered the world’s most prestigious annual advertising and communications award honoring marketing excellence.

Click here to see the video [Comic-Con Phenomenon](#).