



UPM Impresse

UPM Impresse is a high-bulking SCA with a unique matte surface offering excellent opacity and printability at considerable cost savings over grades 7–8 pounds heavier. Its unique properties and characteristics make it an excellent choice for budget-conscious print projects. UPM Impresse is suitable for retail ad inserts, coupons, special interest publications and high-volume specialty catalogs.

FEATURES

BRIGHTNESS	68
FINISHES	Silk
WEIGHT	Available in text weights ranging from 28.4–35.1 lbs.
GRADE	High-bulk supercalendered, heatset web offset and gravure

BENEFITS

- Unique matte finish with a tactile feel
- High bulking characteristics offer a comparable alternative to grades 7–8 lbs. heavier
- High opacity to minimize show through

APPLICATIONS

Catalogs, high-circulation magazines, retail inserts, coupons and direct mail



HEATSET WEB OFFSET & ROTOGRAVURE

BASIS WEIGHTS (lbs.)	GSM (g/m ²)	BRIGHTNESS (GE)	OPACITY (TAPPI)	GLOSS (HUNTER)	CALIPER (MILS)	MILL(S)
28.4	42	68	85	23	2.0	Rauma
30.4	45	68	87	23	2.1	Rauma
32.4	48	68	89	23	2.2	Rauma
35.1	52	68	91	23	2.5	Rauma

Values are subject to change.

UPM Impresse 28.4 lbs. vs. Top 35 lbs. SCA Competitor

	BASIS WEIGHTS (lbs.)	BRIGHTNESS (GE)	OPACITY (TAPPI)	GLOSS (HUNTER)	CALIPER (MILS)	TONS REQUIRED
UPM IMPRESSE*	28.4	68	85	23	2.0	812
SCA COMPETITOR X	35	68	87	47	1.8	1000

*Approximate average % paper savings vs. Competitor X is 10%.



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