



# UPM Impresse Plus

UPM Impresse Plus is a bright, cost-efficient, high-bulking supercalendered grade. Its unique low glare and silky finish make it suitable for print applications that require easy readability. Recommended applications include: commercial print, catalogs, magazines, retail inserts and special interest publications.

## FEATURES

<b>BRIGHTNESS</b>	78
<b>FINISHES</b>	Silk
<b>WEIGHT</b>	Available in text weights ranging from 32.4–38.5 lbs.
<b>GRADE</b>	High-bulk supercalendered, heatset web offset and gravure

## BENEFITS

- Unique smooth, soft surface with excellent opacity and printability
- Lightweight, bulky sheet offers rigidity comparable to grades 5–6 lbs. heavier
- Designed to yield overall distribution cost savings

## APPLICATIONS

Commercial print, catalogs, magazines, retail inserts and special interest publications.



#### HEATSET WEB OFFSET & ROTOGRAVURE

BASIS WEIGHTS (lbs.)	GSM (g/m <sup>2</sup> )	BRIGHTNESS (GE)	OPACITY (TAPPI)	GLOSS (HUNTER)	CALIPER (MILS)	MILL(S)
32.4	48	78	88	25	2.1	Jamsankoski, Rauma
34.5	51	78	90	25	2.2	Jamsankoski, Rauma
36.5	54	78	90	25	2.3	Jamsankoski, Rauma
38.5	57	78	91	25	2.5	Jamsankoski, Rauma

Values are subject to change.

#### UPM Impresse Plus 32.4 lb. vs. Top 38 lb. SCA++ Competitor

	BASIS WEIGHTS (lbs.)	BRIGHTNESS (GE)	OPACITY (TAPPI)	GLOSS (HUNTER)	CALIPER (MILS)	TONS REQUIRED
<b>UPM IMPRESSE PLUS*</b>	<b>32.4</b>	78	88	25	<b>2.1</b>	<b>853</b>
SCA++ COMPETITOR X	38	76	88	50	1.9	1000

\*Approximate average % paper savings vs. Competitor X is 12%.



[www.upm.com/na](http://www.upm.com/na)



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