



UPM Max

Maximize your print budget with UPM Max. Designed for high-volume, long print runs, UPM Max delivers quality print performance every time. Ideal for nationally circulated magazine publications, regional advertising and coupon books, retail inserts and mass market catalogs.

FEATURES

BRIGHTNESS	67–68
FINISHES	Gloss
WEIGHT	Available in text weights ranging from 28–38 lbs.
GRADE	Supercalendered, heatset web offset and gravure

BENEFITS

- Excellent runability for high-volume print
- Great lightweight offering for yield savings

APPLICATIONS

Circulated magazine publications, regional advertising and coupon books, retail inserts and mass market catalogs.



HEATSET WEB OFFSET & ROTOGRAVURE

BASIS WEIGHTS (lbs.)	GSM (g/m ²)	BRIGHTNESS (GE)	OPACITY (TAPPI)	GLOSS (HUNTER)	MILL(S)
28	41.4	67	85	42	Jamsankoski, Rauma
30	44.4	67	88	43	Jamsankoski, Rauma
32.4	48	67	89	45	Jamsankoski, Rauma
35	51.8	68	90	49	Jamsankoski, Rauma
38	56.2	68	92	50	Jamsankoski, Rauma

Values are subject to change.



www.upm.com/na



North American Headquarters
 55 Shuman Boulevard
 Naperville, IL 60563
 Tel. (630) 922-2500
 Fax (630) 922-2504
paperinfo@upm.com



Scan to view or save a digital version.