



UPM Smart

Significantly higher brightness than #5 lightweight coated grades with comparable opacity. UPM Smart delivers exceptional press performance and color reproduction at considerable savings when compared to products in the next grade category. Recommended applications include: commercial print, catalogs, magazines, retail inserts and direct mail.

FEATURES

BRIGHTNESS	76–78
FINISHES	Gloss
WEIGHT	Available in text weights ranging from 34–40 lbs.
GRADE	Supercalendered, heatset web offset and gravure

BENEFITS

- High bright, high gloss alternative to traditional #5 coated groundwood grades
- Excellent opacity and ink holdout
- Superior press performance and color reproduction

APPLICATIONS

Commercial print, catalogs, magazines, retail inserts and direct mail.



HEATSET WEB OFFSET & ROTOGRAVURE

BASIS WEIGHTS (lbs.)	GSM (g/m ²)	BRIGHTNESS (GE)	OPACITY (TAPPI)	GLOSS (HUNTER)	MILL(S)
34	50.3	76	89	45	Jamsankoski, Rauma
36	53.3	77	89	46	Jamsankoski, Rauma
38	56.2	78	90	46	Jamsankoski, Rauma
40	59.2	78	91	46	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



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