



UPM Pure C

Experience the exceptional brightness with a natural touch

This super bright and bulky uncoated mechanical paper with exceptionally high opacity will make your paper product shine with low show-through. Looking to stand out? The higher amount of recycled fibre content compared to alternative papers gives the product a natural touch and feel and makes the product perfectly suited for various end uses. Save time with efficient press performance. This paper enables high printing efficiency and long production runs. Low electrical energy and water consumption. UPM Pure is a resource-efficient paper thanks to its high recycled fibre content and the fact it contains ENVIROFIL® PCC, a pigment recovered from the mill's recycled paper reprocessing. UPM Pure is circular economy in action.

UPM PURE C FEATURES

Benefits

- Shine bright with low show-through. UPM Pure is a super bright uncoated mechanical paper with up to two percentage points higher opacity compared to alternative papers.
- Maintain the illusion of weight. Because of the paper's high bulk, basis weights can be lowered without compromising on looks.
- Minimise the need for press adjustments. Save costs with efficient press performance and long production runs.
- It's all about touch and feel. The higher amount of recycled fibre compared to alternative papers gives an edge and a natural character to the paper product.
- Made of sustainability. Low electrical energy and water consumption due to the paper's high recycled fibre content and the fact it contains ENVIROFIL® PCC, a pigment recovered from the mill's recycled paper reprocessing.

Brightness	83
Finish	Matt
Printing method	Coldset web offset

UPM PURE C

Category	Coldset web offset papers
Grade	Super Bright and Bulky
End use	Magazines, Newspaper inserts, Special newspapers, Special direct marketing materials, Crossword magazines
Finish	Matt
Furnish	Fillers, Mechanical pulp, Recycled fibre
Printing method	Coldset web offset
Format/Size	Reels
Reel Diameter (cm)	100–125
Reel Width (cm)	22.5–380
Core (mm)	76/150
Wrapping	Strong kraft paper, Strong moisture proof polyethylene laminated kraft paper
Mill certification	EMAS, EU Ecolabel, FSC Chain-of-Custody, ISO 14001, ISO 50001, ISO 9001, OHSAS 18001, PEFC Chain-of-Custody
Product certification	EU Ecolabel, FSC®, PEFC *

*FSC® (FSC-C014719) and PEFC (PEFC/02-31-80) on request but subject to availability.

Technical target values:

Basis Weight (ISO 536) (g/m²)	48	51	54	57	60
Bulk (ISO 534) (cm³/g)	1.45	1.45	1.45	1.45	1.45
Brightness D65 (ISO 2470-2) (%)	83	83	83	83	83
L-value D65 (D65/10°) (ISO 5631-2)	90	90	90	90	90
a-value D65 (D65/10°) (ISO 5631-2)	-0.2	-0.2	-0.2	-0.2	-0.2
b-value D65 (D65/10°) (ISO 5631-2)	-4.2	-4.2	-4.2	-4.2	-4.2
Opacity (ISO 2471) (%)	94.0	94.5	95.0	95.5	96.0
Roughness Bendtsen (ISO 8791-2) (ml/min)	150	160	170	185	200

Please note: Technical values are informative and subject to production variations.

