



# UPM Impresse plus C

## A magazine paper for coldset printing

UPM Impresse plus C paper opens up a new world of possibilities for high-quality, coldset printed products with outstanding smoothness and finish. It has a unique, silky surface and velvety feel. Colours are intense and details sharp, even in the most demanding images.



GRADE	Supercalendered paper (SC)
PRINTING METHOD	Coldset web offset
END USE	Magazines, special-interest supplements, value-added advertising materials, flyers, inserts
FINISH	Silk
FURNISH	Chemical pulp, fillers, mechanical pulp
FORMAT	Reels
REEL DIAMETER (cm)	100.0–125.0
REEL WIDTH (cm)	40.0–250.0
CORE (mm)	76.0/150.0
WRAPPING	Strong moisture proof polyethylene laminated kraft paper
CERTIFICATES AND LABELS	EMAS, EU Ecolabel, FSC Chain of Custody, PEFC Chain of Custody, ISO 14001, ISO 9001
NOTE	PEFC™ and FSC® on request but subject to availability

### TECHNICAL TARGET VALUES

Basis Weight (ISO 536) (g/m <sup>2</sup> )	48	51	54
Bulk (ISO 534) (cm <sup>3</sup> /g)	1.21	1.21	1.21
Brightness D65 (ISO 24702) (%)	80.0	80.0	80.0
PPS μm	2.1	2.1	2.1
Opacity ISO (2471) (%)	92.0	93.0	94.0
Gloss Hunter (ISO 8254-1) (%)	20.0	20.0	20.0

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



# 5 reasons to choose UPM Impresse plus C



## TRANSFORM QUALITY

UPM Impresse plus C is a genuine eye-catcher. Compared to MFS and other traditional CSWO grades, the print quality is exceptional – with the smooth and bright look and feel of a magazine.



## MAXIMISE OPPORTUNITIES

The superb look and feel means you can satisfy a new range of customer needs – and expand your core business into new commercial areas that used to be out of reach.



## MINIMISE DOWNTIME

UPM Impresse plus C helps printers boost productivity by utilising spare press capacity to print magazines, inserts, value-added advertising and special-interest supplements – all in outstanding quality.



## RESET EFFICIENTLY

Reconfiguring your presses for the new paper is simple – and the spectacular quality makes any effort worthwhile. The smoother paper needs less ink than traditional newsprint grades, making it even more cost effective.



## PRINT SUSTAINABLY

UPM Impresse plus C paper is produced to the highest sustainability standards – we want to grow your business, not your carbon footprint!

