





TOUCH THE BRILLIANT COLORS, FACE THE VALUE.
A WIDE RANGE OF HSWO AND ROTOGRAVURE PAPERS
TO MEET YOUR QUALITY AND BUDGET NEEDS.

<p>UPM SMART</p> <p>Want an intelligent alternative for demanding print jobs? UPM Smart combines brightness, opacity and price in a way never seen before. The paper's bulkiness and stiffness make it ideal for special interest magazines and catalogs.</p>	<p>SCA ++</p> <p>BRIGHTNESS 76 - 78</p> <p>BASIS WEIGHT 34 - 40</p> 
<p>UPM CAT</p> <p>Sharp image reproduction and great value, especially in lighter basis weights. UPM Cat is a cost-efficient, high-quality magazine and catalog paper for large volume rotogravure and offset printing.</p>	<p>SCA +</p> <p>BRIGHTNESS 68 - 72</p> <p>BASIS WEIGHT 26 - 34</p> 
<p>UPM MAX</p> <p>Do you want reliable print runs? UPM Max combines printability, functionality, and repeatability. It's your best choice for retail promotional advertising, magazines, or catalogs.</p>	<p>SCA</p> <p>BRIGHTNESS 67 - 68</p> <p>BASIS WEIGHT 28 - 38</p> 
<p>UPM ECO</p> <p>If your goal is to reach large audiences, technically reliable UPM Eco is a true mass media paper for you. Its high percentage of recycled content helps achieve sustainability goals while also generating significant savings.</p>	<p>SCB</p> <p>BRIGHTNESS 63</p> <p>BASIS WEIGHT 30 - 35</p> 

HIGH BULK OPTIONS

UPM IMPRESSE AND UPM IMPRESSE PLUS

Unique combination of bulkiness and smooth, soft surfaces lead to high print quality. These cost-efficient supercalendered papers are available in two brightness levels for a variety of end-use applications.

BRIGHTNESS	BASIS WEIGHT
68 - 74	28.4 - 38.5

UPM is constantly improving the resource efficiency of our mills and processes. We use less water and energy than ever before to make sure your paper meets even the most demanding sustainability requirements. UPM papers are available with PEFC™ or FSC® certification, subject to availability.

Most of UPM's Environmental and Social Responsibility certificates and position statements can be found using [UPM's Certificate Finder search tool](#).



SUPERCALENDERED SPECIFICATIONS*

	BASIS WEIGHT (25x38/500)	BRIGHTNESS GE	OPACITY TAPPI	GLOSS HUNTER	CALIPER** MILS
UPM SMART HSWO & RG	34	76	89	45	1.9
	36	77	89	46	2.0
	38	78	90	46	2.1
	40	78	91	46	2.2
UPM CAT NA HSWO & RG	26	68	84	42	1.4
	28	70	84	44	1.6
	29	70	84	45	1.6
	30	71	85	46	1.7
	32	72	85	46	1.7
	34	72	87	47	1.8
UPM MAX HSWO & RG	28	67	85	42	1.6
	30	67	88	43	1.7
	33	68	89	46	1.8
	35	68	90	49	1.8
	38	68	92	50	1.9
UPM MAX S HSWO & RG	30	66	91	40	1.8
	32	66	92	41	1.9
	35	70	93	42	1.9

HIGH-BULKING OPTIONS

	BASIS WEIGHT (25x38/500)	BRIGHTNESS GE	OPACITY TAPPI	GLOSS HUNTER	CALIPER** MILS
UPM IMPRESSE PLUS HSWO & RG	32.4	78	88	25	2.1
	34.5	78	90	25	2.2
	36.5	78	90	25	2.3
	38.5	78	91	25	2.5
UPM IMPRESSE HSWO & RG	28.4	68	85	23	2.0
	30.4	68	87	23	2.1
	33	68	90	23	2.3
	35.1	68	91	23	2.5

*Specifications are subject to change.

**Paper is produced to basis weight. Caliper figures are targets only.

ALWAYS UP-TO-DATE

For more details about UPM papers, paper samples and latest updates, visit UPM's Online Paper Catalog www.upmpaper.com/papers or get in touch with your local sales representative.