

## UPM ECO G

If your goal is to reach large audiences, technically reliable UPM Eco is a true mass media paper for you. Its pleasant bulkiness enables the use of lower basis weights which, in turn, generates significant savings.

### UPM ECO G:

|                                |  |
|--------------------------------|--|
| <b>Category</b>                | Rotogravure papers   |
| <b>Grade</b>                   | On-line calendered (SC-B)  |
| <b>End use</b>                 | Advertising material   Catalogues   Direct advertising   Magazines   Newspaper inserts   TV and radio guides   |
| <b>Finish</b>                  | Gloss  |
| <b>Furnish</b>                 | Fillers   Recycled fibre   |
| <b>Printing method</b>         | Rotogravure  |
| <b>Format/Size</b>             | Rolls  |
| <b>Reel diameter (inch)</b>    | 31,5 - 59,0  |
| <b>Reel width (inch)</b>       | 11,8 - 170,0   |
| <b>Core (inch)</b>             | 3,0 / 6,0  |
| <b>Wrapping</b>                | Strong kraft paper   Strong moisture proof polyethylene laminated kraft paper  |
| <b>Certificates and labels</b> | Blue Angel RAL-UZ 14   Blue Angel RAL-UZ 72   EMAS   EU Ecolabel   FSC Chain-of-Custody   ISO 14001   ISO 50001   ISO 9001   OHSAS 18001   PEFC Chain-of-Custody |
| <b>Note</b>                    | PEFC and FSC on request but subject to availability.<br>Energy Management System ISO 50001 in place at Schongau Mill.  |

## TECHNICAL TARGET VALUES:

|   |        |        |        |        |
|---|--------|--------|--------|--------|
| <b>Basis Weight (ISO 536) (lbs)</b>         | 30.4   | 33.1   | 35.1   | 37.8   |
| <b>Brightness GE (ISO 2470-2) (%)</b>       | 64.0   | 64.0   | 65.0   | 65.0   |
| <b>Opacity TAPPI (T425) (%)</b>             | 86.0   | 86.0   | 88.0   | 90.0   |
| <b>Gloss Hunter (ISO 8254-1, T 480) (%)</b> | 38.0   | 38.0   | 38.0   | 38.0   |
| <b>Caliper (mils)</b>                       | 1.6    | 1.7    | 1.8    | 1.9    |
| <b>PPI (pages)</b>                          | 1250.0 | 1156.0 | 1110.0 | 1053.0 |

Caliper figures are targets only.

Basis Weight 25X38/500

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