

UPM EcoPrime 72 H

UPM EcoPrime is an excellent cost effective grade with printing surface and stiffness to match. Pictures remain sharp and fresh on this bulky speciality paper designed for flyers and advertising material with bright colours.

Recommended end-uses

Advertising material | Direct advertising | Direct mailing | Directories | Magazines | Newspaper inserts | TV and radio guides

Product information

Regions	Africa Europe Middle East South America
Business contact	UPM Communication Papers
Category	Heatset web offset papers
Grade	Machine finished speciality (MFS)
Finish	Matt
Furnish	Mechanical pulp Recycled fibre
Printing method	Heatset web offset
Format/Size	Reels
Reel diameter (cm)	100 - 125
Reel width (cm)	28 - 380
Core (mm)	76 / 150
Note	PEFC and FSC® on request but subject to availability

Certificates

Product Compliance	EU Ecolabel
Fibre Certificates	FSC Chain-of-Custody PEFC Chain-of-Custody
Mill Certificates	EMAS ISO 14001 ISO 50001 ISO 9001 ISO 45001

Technical target values

Basis weight (ISO 536) (g/m²)	48.8	52.0	55.0
Bulk (ISO 534) (cm³/g)	1.2	1.2	1.2
Brightness D65 (ISO 2470-2) (%)	72	72	72
L-value D65 (D65/10°) (ISO 5631-2)	88	88	88
a-value D65 (D65/10°) (ISO 5631-2)	-0.5	-0.5	-0.5
b-value D65 (D65/10°) (ISO 5631-2)	1.2	1.2	1.2
Opacity ISO (2471) (%)	92	93	94
Smoothness PPS 10 (ISO 8791-4) (µm)	3.1	3.1	3.1

Product available on request

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

Prepress guidelines

Characterisation data	FOGRA48L.txt
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