

UPM MAX G

Are you on a tight schedule and want reliable print runs? UPM Max combines printability, functionality and repeatability. It's your best choice for retail promotional advertising, magazines or catalogs.

UPM MAX G:

Category	Rotogravure papers
Grade	Supercalendered (SC)
End use	Advertising material Catalogues Magazines Newspaper inserts
Finish	Gloss
Furnish	Chemical pulp Fillers Mechanical pulp
Printing method	Rotogravure
Format/Size	Rolls
Reel diameter (inch)	35,0 - 59,0
Reel width (inch)	15,7 - 173,0
Core (inch)	3,0 / 6,0
Wrapping	Strong kraft paper Strong moisture proof polyethylene laminated kraft paper
Certificates and labels	EMAS EU Ecolabel FSC Chain-of-Custody ISO 14001 ISO 9001 OHSAS 18001 PEFC Chain-of-Custody
Note	PEFC and FSC on request but subject to availability.

TECHNICAL TARGET VALUES:

Basis Weight (ISO 536) (lbs)	28.0	30.0	32.0	33.0	35.0	38.0
Brightness GE (ISO 2470-2) (%)	67.0	67.0	67.0	68.0	68.0	68.0
Opacity TAPPI (T425) (%)	85.0	88.0	89.0	89.0	90.0	92.0
Gloss Hunter (ISO 8254-1, T 480) (%)	42.0	43.0	45.0	46.0	49.0	50.0
Caliper (mils)	1.6	1.7	1.7	1.8	1.8	1.9
PPI (pages)	1250.0	1176.0	1176.0	1110.0	1110.0	1053.0

Caliper and PPI figures are targets only.

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