

# UPM MAX H

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 H:

<b>Category</b>	Heatset web offset papers
<b>Grade</b>	Supercalendered (SC)
<b>End use</b>	Brochures   Catalogues   Flyers   Inserts   Magazines   Newspaper supplements
<b>Finish</b>	Gloss
<b>Furnish</b>	Chemical pulp   Fillers   Mechanical pulp
<b>Printing method</b>	Heatset web offset
<b>Format/Size</b>	Reels
<b>Reel Diameter (cm)</b>	100.0 - 125.0
<b>Reel Width (cm)</b>	60.0 - 432.0
<b>Core (mm)</b>	76.0 / 150.0
<b>Wrapping</b>	Strong kraft paper   Strong moisture proof polyethylene laminated kraft paper
<b>Certificates and labels</b>	EES+   ISO 50001   EU Ecolabel   FSC Chain-of-Custody   PEFC Chain-of-Custody   EMAS   ISO 9001   OHSAS 18001   ISO 14001
<b>Note</b>	PEFC™ and FSC® on request but subject to availability

## TECHNICAL TARGET VALUES:

<b>Basis Weight (ISO 536) (g/m<sup>2</sup>)</b>	42.0	45.0	48.0	52.0	56.0
<b>Bulk (ISO 534) (cm<sup>3</sup>/g)</b>	0.95	0.93	0.90	0.90	0.85
<b>Brightness D65 (ISO 2470-2) (%)</b>	67.0	68.0	68.0	68.0	68.0
<b>L-value D65 (D65/10°) (ISO 5631-2)</b>	88.0	88.0	88.0	88.0	88.0
<b>a-value D65 (D65/10°) (ISO 5631-2)</b>	-1.4	-1.4	-1.4	-1.4	-1.4
<b>b-value D65 (D65/10°) (ISO 5631-2)</b>	4.7	4.7	4.7	4.7	4.7
<b>Opacity ISO (2471) (%)</b>	88.0	89.0	91.0	92.0	93.0
<b>Gloss Hunter (ISO 8254-1) (%)</b>	43.0	44.0	46.0	48.0	50.0
<b>Smoothness PPS 10 (ISO 8791-4) (µm)</b>	1.2	1.2	1.2	1.2	1.2

42 g/m<sup>2</sup> available on request

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

## PREPRESS GUIDELINES:

<b>Characterisation data</b>	FOGRA40L.txt
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