

# UPM Max S 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.

## Recommended end-uses

Advertising material | Brochures | Catalogues | Flyers | Inserts | Magazines | Newspaper supplements

## Product information

<b>Available in</b>	Africa   Europe   Middle East   South America
<b>Business contact</b>	UPM Communication Papers
<b>Category</b>	Rotogravure papers
<b>Grade</b>	Supercalendered (SC)
<b>Finish</b>	Gloss
<b>Furnish</b>	Fillers   Mechanical pulp
<b>Printing method</b>	Rotogravure
<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>Note</b>	PEFC™ and FSC® on request but subject to availability

## Certificates

<b>Product Compliance</b>	EU Ecolabel
<b>Fibre Certificates</b>	FSC Chain-of-Custody   PEFC Chain-of-Custody
<b>Mill Certificates</b>	EES+   EMAS   ISO 9001   ISO 14001

## Technical target values

<b>Basis weight (ISO 536) (g/m<sup>2</sup>)</b>	<b>39.0</b>	<b>42.0</b>	<b>45.0</b>	<b>48.0</b>	<b>52.0</b>
<b>Bulk (ISO 534) (cm<sup>3</sup>/g)</b>	1.00	1.00	1.00	1.00	0.95
<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>	-1.5	-1.5	-1.5	-1.5	-1.5
<b>b-value D65 (D65/10°) (ISO 5631-2)</b>	4.5	4.5	4.5	4.5	4.5
<b>Opacity ISO (2471) (%)</b>	88.0	90.0	91.0	92.0	93.0
<b>Gloss Hunter (ISO 8254-1) (%)</b>	40.0	40.0	40.0	41.0	42.0
<b>Smoothness PPS 10 (ISO 8791-4) (µm)</b>	1.4	1.3	1.3	1.3	1.3

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

## Prepress guidelines

<b>ICC Paper profile</b>	PSR_SC_STD_V2_M1.icc
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