UPM Max S 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.

Recommended end-uses

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

Product information

Regions	Africa	Europe	Middle East	South America
Business contact	**UPM Communication Papers**
Category	Heatset web offset papers	
Description	Use lower basis weights for your printed product without compromising quality. UPM Max S is an ideal combination of increased bulk and opacity with glossy paper characteristics and excellent printability.
Grade	Supercalendered (SC)
Finish	Gloss
Furnish	Fillers	Mechanical pulp
Printing method	Heatset web offset
Format/Size	Reels
Reel diameter (cm)	100.0 - 125.0
Reel width (cm)	40.0 - 432.0
Core (mm)	76.0 / 150.0
Wrapping	Strong moisture proof polyethylene laminated kraft paper
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	EES+	EMAS	ISO 9001	ISO 14001

Technical target values

Basis weight (ISO 536) (g/m²)	39.0	42.0	45.0	48.0	52.0
Bulk (ISO 534) (cm³/g)	1.0	1.0	1.0	1.00	0.95
Brightness D65 (ISO 2470-2) (%)	67	68	68	68	68
L-value D65 (D65/10°) (ISO 5631-2)	88	88	88	88	88
a-value D65 (D65/10°) (ISO 5631-2)	-1.5	-1.5	-1.5	-1.5	-1.5
b-value D65 (D65/10°) (ISO 5631-2)	4.5	4.5	4.5	4.5	4.5
Opacity ISO (2471) (%)	88	90	91	92	93
Gloss Hunter (ISO 8254-1) (%)	40	40	40	41	42
Smoothness PPS 10 (ISO 8791-4) (µm)	1.4	1.3	1.3	1.3	1.3

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

Prepress guidelines

Characterisation data	FOGRA40L.txt