

## 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.

### UPM MAX S H:

<b>Category</b>	Heatset web offset papers
<b>Grade</b>	Supercalendered (SC)
<b>End use</b>	Advertising material   Brochures   Catalogues   Flyers   Inserts   Magazines   Newspaper supplements
<b>Finish</b>	Gloss
<b>Furnish</b>	Fillers   Mechanical pulp
<b>Printing method</b>	Heatset web offset
<b>Format/Size</b>	Rolls
<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 moisture proof polyethylene laminated kraft paper
<b>Certificates and labels</b>	EMAS   EU Ecolabel   FSC Chain-of-Custody   ISO 14001   ISO 9001   PEFC Chain-of-Custody
<b>Note</b>	PEFC™ and FSC® on request but subject to availability.

## TECHNICAL TARGET VALUES:

<b>Basis Weight (ISO 536) (lbs)</b>	32.0	35.0
<b>Brightness GE (ISO 2470-2) (%)</b>	66.0	70.0
<b>Opacity TAPPI (T425) (%)</b>	92.0	93.0
<b>Gloss Hunter (ISO 8254-1, T 480) (%)</b>	41.0	42.0
<b>Caliper (mils)</b>	1.9	1.9
<b>PPI (pages)</b>	1053.0	1053.0

30# Available Upon Request

Caliper and PPI figures are targets only.

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

## PREPRESS GUIDELINES:

<b>CIE L*-value (D50/2°) WB</b>	89.0
<b>CIE a*-value (D50/2°) WB</b>	0.0
<b>CIE b*-value (D50/2°) WB</b>	3.3
<b>Max. Total Area (TAC%)</b>	270
<b>ICC Paper profile</b>	SC_paper_eci.icc
<b>Characterisation data</b>	FOGRA40L.txt
<b>TVI Curve</b>	B(CMY), C(K)
<b>Measurement condition for D50</b>	ISO 13655, M0, D50/2°
<b>Measurement equipment</b>	Techkon RS800