

UPM Pure H

Experience the exceptional brightness with a natural touch. UPM Pure is a new super bright and bulky uncoated mechanical paper with exceptionally high opacity, which will make your paper product shine with low show-through. The higher amount of recycled fibre content compared to alternative papers gives your product a natural touch and feel as well as enables to stand out.

Recommended end-uses

Crossword magazines | Direct advertising | Magazines | Newspaper inserts | Special newspapers

Product information

Regions	Africa Europe Middle East
Business contact	UPM Communication Papers
Category	Heatset web offset papers
Grade	Machine finished speciality (MFS)
Finish	Matt
Furnish	Fillers Recycled fibre Mechanical pulp
Printing method	Heatset web offset
Format/Size	Reels
Reel diameter (cm)	100 - 125
Reel width (cm)	28 - 380
Core (mm)	76 / 150
Wrapping	Strong kraft paper 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	ISO 50001 EMAS ISO 9001 ISO 45001 ISO 14001

Technical target values

Basis weight (ISO 536) (g/m²)	54.0	57.0	60.0
Bulk (ISO 534) (cm³/g)	1.45	1.45	1.45
Brightness D65 (ISO 2470-2) (%)	83	83	83
L-value D65 (D65/10°) (ISO 5631-2)	90	90	90
a-value D65 (D65/10°) (ISO 5631-2)	-0.2	-0.2	-0.2
b-value D65 (D65/10°) (ISO 5631-2)	-4.2	-4.2	-4.2
Opacity ISO (2471) (%)	95.0	95.5	96.0
Smoothness PPS 10 (ISO 8791-4) (µm)	4.6	4.8	4.8

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

Prepress guidelines

Characterisation data	FOGRA41L.txt
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