

# UPM Smart G

Want an intelligent alternative for demanding print jobs? UPM Smart combines brightness, opacity and price in a way never seen before. The paper's bulkiness and stiffness make it ideal for special interest magazines and catalogs.

## Recommended end-uses

Brochures | Catalogues | Flyers | Inserts | Magazines

## Product information

<b>Available in</b>	Asia-Pacific   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>	Chemical pulp   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+   ISO 50001   EMAS   ISO 9001   ISO 45001   ISO 14001

## Technical target values

	51.0	54.0	57.0	60.0
<b>Basis weight (ISO 536) (g/m<sup>2</sup>)</b>	51.0	54.0	57.0	60.0
<b>Bulk (ISO 534) (cm<sup>3</sup>/g)</b>	0.90	0.90	0.90	0.90
<b>Brightness D65 (ISO 2470-2) (%)</b>	80.0	80.0	80.0	80.0
<b>L-value D65 (D65/10°) (ISO 5631-2)</b>	90.0	90.0	90.0	90.0
<b>a-value D65 (D65/10°) (ISO 5631-2)</b>	-0.4	-0.4	-0.4	-0.4
<b>b-value D65 (D65/10°) (ISO 5631-2)</b>	-0.4	-0.4	-0.4	-0.4
<b>Opacity ISO (2471) (%)</b>	90.0	91.0	92.0	93.0
<b>Gloss Hunter (ISO 8254-1) (%)</b>	46.0	46.0	46.0	46.0
<b>Smoothness PPS 10 (ISO 8791-4) (µm)</b>	1.2	1.2	1.2	1.2

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

## Prepress guidelines

<b>ICC Paper profile</b>	PSRGravure_SC_PLUS_V2_M1.icc
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