

UPM Smart plus 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

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

Product information

Regions	Africa Europe Middle East South America
Business contact	UPM Communication Papers
Category	Rotogravure papers
Description	The high brightness of UPM Impresse plus adds contrast to text and images.
Grade	Supercalendered (SC)
Finish	Silk
Furnish	Chemical pulp Fillers Mechanical pulp
Printing method	Rotogravure
Format/Size	Reels
Reel diameter (cm)	100.0 - 125.0
Reel width (cm)	60.0 - 432.0
Core (mm)	76.0 / 150.0
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/m ²)	48.0	51.0	54.0	57.0
Bulk (ISO 534) (cm ³ /g)	1.15	1.15	1.15	1.15
Brightness D65 (ISO 2470-2) (%)	80	80	80	80
L-value D65 (D65/10°) (ISO 5631-2)	90	90	90	90
a-value D65 (D65/10°) (ISO 5631-2)	-0.4	-0.4	-0.4	-0.4
b-value D65 (D65/10°) (ISO 5631-2)	-0.5	-0.5	-0.5	-0.5
Opacity ISO (2471) (%)	92	93	94	94
Gloss Hunter (ISO 8254-1) (%)	25	25	25	25
Smoothness PPS 10 (ISO 8791-4) (µm)	1.8	1.8	1.8	1.8

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

Prepress guidelines

ICC Paper profile	PSR_MF_V2_M1.icc
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