

# UPM Smart plus G

Unique combination of high print quality, smooth and soft surface and bulk for sheet rigidity. UPM Impresse is a high-quality supercalendered paper for advertising and magazine end-uses.

## Recommended end-uses

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

## Product information

Regions	North America
Business contact	<a href="#">UPM Communication Papers</a>
Category	Rotogravure papers
Description	Unique combination of bulkiness and smooth, soft surfaces lead to high print quality.
Grade	Supercalendered (SC)
Finish	Silk
Furnish	Mechanical pulp
Printing method	Rotogravure
Format/ Size	Rolls
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	EMAS   ISO 14001   ISO 9001

## Technical target values

Basis weight-text (ISO 536) (lbs)	32.4	34.5	36.5	38.5
Brightness GE (ISO 2470-2) (%)	76	76	76	76
Opacity TAPPI (T425) (%)	87	88	89	90
Gloss Hunter (ISO 8254-1, T 480) (%)	25	25	25	25
Caliper (mils)	2.1	2.2	2.3	2.5
PPI (pages)	952	910	870	800

Smart plus G material code: 103321

UPM grades (except Blandin) are manufactured to D65 standards. Tappi measurements are estimated values. Blandin manufactured to Tappi specifications.

UPM grades are not manufactured to caliper targets, except as noted. Contact your sales team for more details, or to discuss caliper sensitive applications.

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