

## UPM ECOPRIME 72 H

UPM EcoPrime is an excellent cost effective grade with printing surface and stiffness to match. Pictures remain sharp and fresh on this bulky speciality paper designed for flyers and advertising material with bright colours.

### UPM ECOPRIME 72 H:

<b>Category</b>	Heatset web offset papers
<b>Grade</b>	Machine finished speciality (MFS)
<b>End use</b>	Advertising material   Direct advertising   Direct mailing   Directories   Magazines   Newspaper inserts   TV and radio guides
<b>Finish</b>	Matt
<b>Furnish</b>	Mechanical pulp   Recycled fibre
<b>Printing method</b>	Heatset web offset
<b>Format/Size</b>	Reels
<b>Reel Diameter (cm)</b>	100.0 - 125.0
<b>Reel Width (cm)</b>	22.5 - 380.0
<b>Core (mm)</b>	76.0 / 150.0
<b>Certificates and labels</b>	EMAS   EU Ecolabel   FSC Chain-of-Custody   ISO 14001   ISO 50001   ISO 9001   OHSAS 18001   PEFC Chain-of-Custody
<b>Note</b>	PEFC™ and FSC® on request but subject to availability

TECHNICAL TARGET VALUES:

<b>Basis Weight (ISO 536) (g/m<sup>2</sup>)</b>	45.0	48.8	52.0	55.0
<b>Bulk (ISO 534) (cm<sup>3</sup>/g)</b>	1.20	1.20	1.20	1.20
<b>Brightness D65 (ISO 2470-2) (%)</b>	72.0	72.0	72.0	72.0
<b>L-value D65 (D65/10°) (ISO 5631-2)</b>	88.0	88.0	88.0	88.0
<b>a-value D65 (D65/10°) (ISO 5631-2)</b>	-0.5	-0.5	-0.5	-0.5
<b>b-value D65 (D65/10°) (ISO 5631-2)</b>	1.2	1.2	1.2	1.2
<b>Opacity ISO (2471) (%)</b>	91.0 - 94.5	92.0 - 95.0	93.0 - 96.0	94.0 - 96.0
<b>Smoothness PPS 10 (ISO 8791-4) (µm)</b>	2.8 - 3.1	2.8 - 3.1	2.8 - 3.1	2.8 - 3.1

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

PREPRESS GUIDELINES:

<b>Max. Total Area (TAC%)</b>	260
<b>ICC Paper profile</b>	PSO_INP_paper_eci.icc
<b>TVI Curve</b>	C(CMY), D(K)
<b>AM Screen recommendation (l/cm)</b>	48
<b>FM Screen recommendation (µm)</b>	35