

## UPM MAX G

Are you on a tight schedule and want reliable print runs? UPM Max combines printability, functionality and repeatability. It's your best choice for retail promotional advertising, magazines or catalogs.

### UPM MAX G:

<b>Category</b>	Rotogravure papers
<b>Grade</b>	Supercalendered (SC)
<b>End use</b>	Advertising material   Catalogues   Magazines   Newspaper inserts
<b>Finish</b>	Gloss
<b>Furnish</b>	Chemical pulp   Fillers   Mechanical pulp
<b>Printing method</b>	Rotogravure
<b>Format/Size</b>	Rolls
<b>Reel diameter (inch)</b>	35,0 - 59,0
<b>Reel width (inch)</b>	15,7 - 173,0
<b>Core (inch)</b>	3,0 / 6,0
<b>Wrapping</b>	Strong kraft paper   Strong moisture proof polyethylene laminated kraft paper
<b>Certificates and labels</b>	EMAS   EU Ecolabel   FSC Chain-of-Custody   ISO 14001   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) (lbs)</b>	28.0	30.0	32.0	33.0	35.0	38.0
<b>Brightness GE (ISO 2470-2) (%)</b>	67.0	67.0	67.0	68.0	68.0	68.0
<b>Opacity TAPPI (T425) (%)</b>	85.0	88.0	89.0	89.0	90.0	92.0
<b>Gloss Hunter (ISO 8254-1, T 480) (%)</b>	42.0	43.0	45.0	46.0	49.0	50.0
<b>Caliper (mils)</b>	1.6	1.7	1.7	1.8	1.8	1.9
<b>PPI (pages)</b>	1250.0	1176.0	1176.0	1110.0	1110.0	1053.0

Caliper and PPI figures are targets only.

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