

UPM MAX S 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 S G:

Category	Rotogravure papers
Grade	Supercalendered (SC)
End use	Advertising material Brochures Catalogues Flyers Inserts Magazines Newspaper supplements
Finish	Gloss
Furnish	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
Wrapping	Strong moisture proof polyethylene laminated kraft paper
Certificates and labels	EMAS EU Ecolabel FSC Chain-of-Custody ISO 14001 ISO 9001 PEFC Chain-of-Custody
Note	PEFC™ and FSC® on request but subject to availability.

TECHNICAL TARGET VALUES:

Basis Weight (ISO 536) (g/m²)	45.0	48.0	52.0
Bulk (ISO 534) (cm³/g)	1.00	1.00	0.95
Brightness D65 (ISO 2470-2) (%)	68.0	68.0	68.0
L-value D65 (D65/10°) (ISO 5631-2)	88.0	88.0	88.0
a-value D65 (D65/10°) (ISO 5631-2)	-1.5	-1.5	-1.5
b-value D65 (D65/10°) (ISO 5631-2)	4.5	4.5	4.5
Opacity ISO (2471) (%)	91.0	92.0	93.0
Gloss Hunter (ISO 8254-1) (%)	40.0	41.0	42.0
Smoothness PPS 10 (ISO 8791-4) (µm)	1.3	1.3	1.3

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

PREPRESS GUIDELINES:

Max. Total Area (TAC%)	360
ICC Paper profile	PSRGravure_SC-STD_V2_PT.icc