

## UPM MAX S H

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 H:

<b>Category</b>	Heatset web offset papers
<b>Grade</b>	Supercalendered (SC)
<b>End use</b>	Advertising material   Brochures   Catalogues   Flyers   Inserts   Magazines   Newspaper supplements
<b>Finish</b>	Gloss
<b>Furnish</b>	Fillers   Mechanical pulp
<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>	40.0 - 432.0
<b>Core (mm)</b>	76.0 / 150.0
<b>Wrapping</b>	Strong moisture proof polyethylene laminated kraft paper
<b>Certificates and labels</b>	EMAS   EU Ecolabel   FSC Chain-of-Custody   ISO 14001   ISO 9001   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	48.0	52.0
<b>Bulk (ISO 534) (cm<sup>3</sup>/g)</b>	1.00	1.00	0.95
<b>Brightness D65 (ISO 2470-2) (%)</b>	68.0	68.0	68.0
<b>L-value D65 (D65/10°) (ISO 5631-2)</b>	88.0	88.0	88.0
<b>a-value D65 (D65/10°) (ISO 5631-2)</b>	-1.5	-1.5	-1.5
<b>b-value D65 (D65/10°) (ISO 5631-2)</b>	4.5	4.5	4.5
<b>Opacity ISO (2471) (%)</b>	91.0	92.0	93.0
<b>Gloss Hunter (ISO 8254-1) (%)</b>	40.0	41.0	42.0
<b>Smoothness PPS 10 (ISO 8791-4) (µm)</b>	1.3	1.3	1.3

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

PREPRESS GUIDELINES:

<b>Max. Total Area (TAC%)</b>	270
<b>ICC Paper profile</b>	SC_paper_eci.icc
<b>TVI Curve</b>	B(CMY), C(K)
<b>AM Screen recommendation (l/cm)</b>	60
<b>FM Screen recommendation (µm)</b>	35