

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:

Category	Heatset web offset papers
Grade	Supercalendered (SC)
End use	Advertising material Brochures Catalogues Flyers Inserts Magazines Newspaper supplements
Finish	Gloss
Furnish	Fillers Mechanical pulp
Printing method	Heatset web offset
Format/Size	Rolls
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) (lbs)	32.0	35.0
Brightness GE (ISO 2470-2) (%)	66.0	70.0
Opacity TAPPI (T425) (%)	92.0	93.0
Gloss Hunter (ISO 8254-1, T 480) (%)	41.0	42.0
Caliper (mils)	1.9	1.9
PPI (pages)	1053.0	1053.0

30# Available Upon Request

Caliper and PPI figures are targets only.

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

PREPRESS GUIDELINES:

CIE L*-value (D50/2°) WB	89.0
CIE a*-value (D50/2°) WB	0.0
CIE b*-value (D50/2°) WB	3.3
Max. Total Area (TAC%)	270
ICC Paper profile	SC_paper_eci.icc
TVI Curve	B(CMY), C(K)
Measurement condition for D50	ISO 13655, M0, D50/2°
Measurement equipment	Techkon RS800