

## UPM VALOR G NEW

High quality print and pleasant feel combined with smart economy. UPM Valor is your choice, if you want to show the value of your print product and be smart with your costs at the same time. It also helps you reach your sustainability targets, because of the efficient raw material use.

### UPM VALOR G NEW:

<b>Category</b>	Rotogravure papers
<b>Grade</b>	Lightweight coated (LWC)
<b>End use</b>	Advertising material   Brochures   Catalogues   Direct mailing   Magazines
<b>Finish</b>	Gloss
<b>Furnish</b>	Fillers   Chemical pulp   Mechanical pulp
<b>Printing method</b>	Rotogravure
<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   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>	50.0	54.0
<b>Bulk (ISO 534) (cm<sup>3</sup>/g)</b>	0.95	0.95
<b>Brightness D65 (ISO 2470-2) (%)</b>	80.0	82.0
<b>L-value D65 (D65/10°) (ISO 5631-2)</b>	90.0	90.0
<b>a-value D65 (D65/10°) (ISO 5631-2)</b>	0.3	0.3
<b>b-value D65 (D65/10°) (ISO 5631-2)</b>	-3.2	-3.2
<b>Opacity ISO (2471) (%)</b>	91.0	92.0
<b>Gloss Hunter (ISO 8254-1) (%)</b>	55.0	55.0
<b>Smoothness PPS 10 (ISO 8791-4) (μm)</b>	0.8	0.8

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