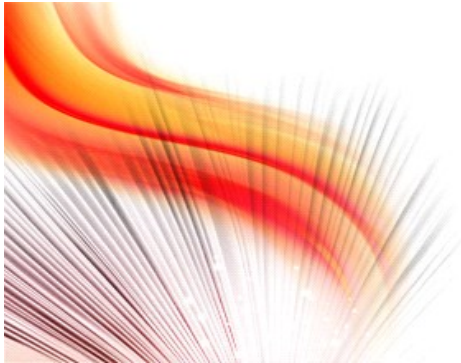




## UPM SMART H

Want an intelligent alternative for demanding print jobs? UPM Smart combines brightness, opacity and price in a way never seen before. The paper's bulkiness and stiffness make it ideal for special interest magazines and catalogs.

### UPM SMART H:

|                                 |                                                                                                                       |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>Category:</b>                | Heatset web offset papers                                                                                             |
| <b>Grade:</b>                   | Supercalendered (SC)                                                                                                  |
| <b>End use:</b>                 | Brochures, Catalogues, Flyers, Inserts, Magazines                                                                     |
| <b>Finish:</b>                  | Gloss                                                                                                                 |
| <b>Furnish:</b>                 | Chemical pulp, 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 kraft paper, Strong moisture proof polyethylene laminated kraft paper                                          |
| <b>Certificates and Labels:</b> | EMAS, EU Ecolabel, FSC Chain-of-Custody, ISO 14001, ISO 50001, ISO 9001, OHSAS 18001, PEFC Chain-of-Custody           |
| <b>Note:</b>                    | PEFC™ and FSC® on request but subject to availability. Energy Management System ISO 50001 in place at Plattling Mill. |

## TECHNICAL TARGET VALUES

|                                                 |      |      |      |      |      |
|-------------------------------------------------|------|------|------|------|------|
| <b>Basis Weight (ISO 536) (g/m<sup>2</sup>)</b> | 51.0 | 54.0 | 57.0 | 60.0 | 65.0 |
| <b>Bulk (ISO 534) (cm<sup>3</sup>/g)</b>        | 0.90 | 0.90 | 0.90 | 0.90 | 0.90 |
| <b>Brightness D65 (ISO 2470-2) (%)</b>          | 80.0 | 80.0 | 80.0 | 80.0 | 80.0 |
| <b>L-value D65 (D65/10°) (ISO 5631-2)</b>       | 90.0 | 90.0 | 90.0 | 90.0 | 90.0 |
| <b>a-value D65 (D65/10°) (ISO 5631-2)</b>       | -0.4 | -0.4 | -0.4 | -0.4 | -0.4 |
| <b>b-value D65 (D65/10°) (ISO 5631-2)</b>       | -0.4 | -0.4 | -0.4 | -0.4 | -0.4 |
| <b>Opacity ISO (2471) (%)</b>                   | 91.0 | 91.0 | 92.0 | 93.0 | 93.0 |
| <b>Gloss Hunter (ISO 8254-1) (%)</b>            | 46.0 | 46.0 | 46.0 | 46.0 | 46.0 |
| <b>Smoothness PPS 10 (ISO 8791-4) (µm)</b>      | 1.2  | 1.2  | 1.2  | 1.2  | 1.2  |

65 g/m<sup>2</sup> available upon request

## PREPRESS GUIDELINES

|                                        |                       |
|----------------------------------------|-----------------------|
| <b>CIE L*-value (D50/2°) WB</b>        | 91.6                  |
| <b>CIE a*-value (D50/2°) WB</b>        | 0.4                   |
| <b>CIE b*-value (D50/2°) WB</b>        | 0.5                   |
| <b>Max. Total Area (TAC%)</b>          | 280                   |
| <b>ICC Paper profile</b>               | PSO_MFC_paper_eci.icc |
| <b>Characterisation data</b>           | FOGRA41L.txt          |
| <b>TVI Curve</b>                       | B(CMY), C(K)          |
| <b>AM Screen recommendation (l/cm)</b> | 60                    |
| <b>FM Screen recommendation (µm)</b>   | 35                    |
| <b>Measurement condition for D50</b>   | ISO 13655, M0; D50/2° |
| <b>Measurement equipment</b>           | Techkon RS800         |