

SMART Matte®

Text, Cover & Return Card

NEW



PRODUCT SPECIFICATIONS:

Text		70 T	80 T	100 T
Weight	gsm	104	118	148
Brightness (FS)	% reflectance	92	92	92
Caliper	mils (.001)	4.2	4.9	6.5
Opacity	%	94	95	97
Smoothness (FS)	Sheffield Units	60	64	64
Smoothness (WS)	Sheffield Units	65	64	64
Tear (CD)	Tabor Units	65	75	90
Tear (MD)	Tabor Units	60	70	80
PCW Fiber	%	30	30	30
FSC Certification	CD15371	yes	yes	yes

Cover and Return Card		65 C	80 C	100 C	7 RC	9 RC
Weight	gsm	176	216	270	155	200
Brightness (FS)	% reflectance	92	92	92	92	92
Caliper	mils (.001)	8.0	10.3	13.6	7.5	9.5
Opacity	%	98	98	98	98	98
Smoothness (FS)	Sheffield Units	70	80	100	70	80
Smoothness (WS)	Sheffield Units	75	85	105	75	85
Stiffness (CD)	Tabor Units	13	26	44	18	23
Stiffness (MD)	Tabor Units	21	45	78	26	37
PCW Fiber	%	30	30	30	30	30
FSC Certification	CD15371	yes	yes	yes	yes	yes

PRODUCT ATTRIBUTES:

- Environmentally responsible with 10-30% post-consumer waste fiber and 50% total recycled fiber; archival quality; Forest Stewardship Council (FSC) certified.
- Improved surface for superior ink holdout and vibrant color reproduction giving higher print contrast.
- Two shades available: blue-white 92 bright and an elegant crème.
- Comprehensive selection of text and cover weights.

- High yield return card delivers high yield caliper for cost savings and bulk; U.S. Postal guarantee.
- Comprehensive line of products recommended for laser and HP Indigo digital print technologies.

PRINTING AND CONVERSION:

- Recommended for offset, heat set web offset, letterpress, screen print, laser and HP Indigo printing. Not suitable for flexographic printing.
- Suitable for embossing, scoring, die cutting, foil stamping and varnishing.

APPLICATIONS:

- Brochures, pocket folders, book text, covers, envelopes, magazine inserts, business reply cards, postcards, direct mail advertising, hang tag, store signage and packaging.